

“So long as women in India do not take part in public life, there can be no salvation.”

- Mahatama Gandhi

Mother India, a land where women have been venerated as ‘Devi’ the goddess, and yet remain vulnerable to honour killings and female foeticide; a land where tradition and modernity collide, bringing in a fresh set of opportunities and challenges for social change and innovation.

It is against this contrasting backdrop that Avid learning presents a curtain raiser to **TEDxGatewayWomen 2015** and the book launch of *The Poetry of Purpose: A Portrait of Women Leaders of India*, with our upcoming panel discussion titled, '**Women who Change our World**', in collaboration with TEDxGateway, Mumbai, the Consulate General of the United States, Mumbai and the ICIA Gallery, Mumbai.

The evening will include intimate book readings by the Authors of the *Poetry of Purpose*, **Mick Minard and Dr. Shashi Gogate**, followed by an impassioned discussion on women leading social change, with Author and Photographer, **Mick Minard**, CEO and Founder of ‘Under the Mango Tree’, **Vijaya Pastala**, in conversation with Art Critic, Curator and Cultural Theorist, **Dr. Alka Pande** as they unravel the stories of 15 trailblazing Indian women leaders featured in the book, as well as share their own experiences.

The launch will be followed by a week-long Photography Exhibition based on the book, curated by Dr. Alka Pande, along with availability of signed copies of the book.

Program:

Curtain Raiser and Book Launch

Date: Friday, 3rd April, 2015

Time: 6.00 pm to 8.00 pm

6.00 pm to 6.30 pm: Refreshments

6.30 pm to 7.00 pm: Book Readings by the Authors

7.00 pm to 8.00 pm: Panel Discussion and Q&A

Venue: ICIA Gallery, Kala Ghoda Art District

Photography Exhibition and Book Sale

Date: Friday, 4th April, 2015 to Saturday 11th April, 2015:

Time: 11.00 am to 6.00 pm

Venue: ICIA Gallery, Kala Ghoda Art District

About our partners:

TEDxGateway is an independently organized TED event operated under license from TED, a day long annual conference which features eminent speakers from different walks of life will share unique ideas from India and all around the globe. TEDxGateway is oriented at developing a community of like minded highly informed and engaged innovators, designers, thinkers, technologists and environmentally and socially concerned individuals in India's biggest metro - Mumbai.

The Consulate General of the United States, Mumbai. The Consulate General seeks to promote U.S.-India relations and progress towards common goals through information outreach, dialogue and exchange in western and central India, including Mumbai and the states of Maharashtra, Gujarat, Madhya Pradesh,

Chhattisgarh, and Goa. Since November 2011, all sections of the U.S. Consulate General Mumbai are located at a new facility in Bandra Kurla Complex.

Institute of Contemporary Indian Art, ICIA is the largest grass root gallery in India. It is located in the heart of Mumbai art district - Kala Ghoda. Spread over three floors, this gallery is well known for exhibiting contemporary paintings and sculptures by well known Indian artists.

Short Bios of Proposed Speakers for Book readings and Panel Discussion:

Authors:

MICK MINARD is a writer, photographer, and an experienced strategy consultant specializing in program design, marketing communications, and impact assessment. Over the past twenty years, her professional and artistic work has largely been focused on promoting promising ideas for restoring connection between human society and the natural world. Her photographs have been exhibited in New York City and sold commercially, and she uses visual and written narrative to inspire new forms of leadership, organizational transformation, and community engagement. Since 1998, Mick has worked in the United States, Europe, East Africa, and South Asia, with both non-profit and for-profit social ventures, and she has facilitated the growth of early-stage capacity-building and income-generating initiatives serving the underprivileged and the rural poor.

DR. SHASHI GOGATE was born and raised in Indore, Madhya Pradesh. She attended medical school with the support and encouragement of her parents, earning an MBBS from M. Gandhi Medical College in her hometown. After marrying and having her first child, she moved with her husband to the United States, where she continued her medical education and earned a Masters in Pathology at the Ohio State University Hospitals. In early 1970, after the birth of her third child, Dr. Gogate and her family began a new chapter of personal growth and spirituality through the practice of meditation. Over the years, her daily meditation practice gradually deepened her appreciation for and connection to her native homeland, and she increasingly felt spurred to reflect on the importance of self-discovery, self-sufficiency, and self-restoration for the realization of one's potential—a development that ultimately inspired her interest in undertaking this book project

Vijaya Pastala – Founder and CEO, Under the Mango Tree Vijaya Pastala is a social entrepreneur with a passion in developing community based approaches that use the power of market forces to improve farming livelihoods. She is the founder of Under The Mango Tree, an innovative and award-winning hybrid, social enterprise that supports rural farming households in India earn incomes & increase crop productivity through community-based indigenous beekeeping.

The idea for Under The Mango Tree arose from a trip to an apple orchard, where Vijaya learnt of the bond between bees, agricultural yields and single-flora honeys. A simple question arose: what if farmers were trained to add bee boxes on farms to facilitate cross-pollination and provided markets to sell honey collected to increase incomes? Building on her practical, firsthand experience of developing farmer-friendly, locally appropriate frameworks that had impacted rural poverty, Vijaya founded Under The Mango Tree in 2009, to address a challenge she'd been continuously confronted with – addressing India's declining agricultural productivity and the urgent need to increase rural incomes. Since inception, Under The Mango Tree has impacted over 15,000 lives, improving rural incomes by over 30%.

Dr. Alka Pande: Responsible for curating several significant and perceptive exhibitions in India and abroad, and giving a name to some of the most upcoming and influential artists, photographers and sculptors, Alka Pande is currently engrossed as the Consultant Arts Advisor and Curator of the Visual Arts Gallery at the India Habitat Centre, New Delhi. She also has expertise in art advisory services on art procurement and investment.