

PRESS RELEASE: Launch of UN Women India's music video campaign 'Mujhe Haq Hai'

Mumbai, 27 June 2018: UN Women India, in collaboration with Business of Ideas and S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), launched its campaign #MujheHaqHai in the city on Wednesday.

The objective of the video is to inspire women and girls across India and beyond, and spread the message – that women have the right to live a life on their terms, and the right to make their own choices. Women achievers like Mithali Raj, Captain of the Indian National Women's Cricket Team; Sania Mirza, Ace Tennis player; Gul Panag, Actor; Tajamul Islam, nine year old World Kickboxing Champion; Meera Khanna, Writer and Women's Rights Activist; Arko Mukherjee, Music Composer; Neeti Mohan, Playback Singer; Nishtha Satyam, Deputy Representative, UN Women India MCO alongside Prof. Dr. Uday Salunkhe, Group Director, WeSchool and Aditya Bhat, Founder & CEO, Business of Ideas shared their experiences and perspective on gender disparity with students. WeSchool Alumni - Karthik Iyer, Director; Sagar Thakkar, Creative Producer and Pooja Purohit, Lyricist have contributed to the video.

The video, produced in association with Business of Ideas, brings together women from all fields, from all parts of India, achievers, and celebrities together- from women leaders at the grassroots level to service authorities, sportspersons, entertainers, businesswomen, and musicians - including Aishwarya Rai, Asha Bhosle, Waheeda Rehman, Kriti Sanon, Sania Mirza, Mithali Raj, Deepa Malik amongst others.

"There is a critical need to spread the message of women and girls' right-to-choice and autonomy with no fear of backlash, judgement and negative social repercussions. The video captures the ambitions, dreams and the potential of half of our population. It sends out a strong message that no woman or girl is to be left behind" said **Nishtha Satyam, Deputy Representative, UN Women Multi-Country Office for India, Bhutan, Maldives and Sri Lanka.**

Commenting at the launch, Prof. Dr Uday Salunkhe, Group Director, WeSchool commented saying, "As one of the core values - We link and care, WeSchool transcends beyond self to organization and society. As a step toward a sustainable society, we are pleased to join hands with UN Women's video campaign #MujheHaqHai, advocating gender parity. I am happy to share that WeSchool alumni have done a great job as creative producer, lyricist and director for the video which drives home the point that freedom of choice is a basic human right. She was and is

the 'Agent of Positive Change', unshackled by any limitations. In our effort towards gender equality, WeSchool is proud to have always had an excellent woman to men ratio be it students, faculty or staff."

Mr. Aditya Bhat says, "It was an honour to work with a prestigious organization like UN Women. It was a pleasure to get on-board the achievers from media, entertainment and sports fraternity and we are extremely thankful to them. What makes this launch special, is the fact that everyone who has been part of this video provided their support pro-bono – everyone came together for the cause of advancing women's empowerment and gender equality in our country".

About UN Women: Women is the UN organisation dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. UN Women supports UN Member States as they set global standards for achieving gender equality, and works with governments and civil society to design laws, policies, programmes and services needed to ensure that the standards are effectively implemented and truly benefit women and girls worldwide.

About Business of Ideas: Business of Ideas is a Content-Advertising-Marketing agency. BOI creates original content and provides TV/Digital advertising solutions. Business of Ideas is a new-age advertising agency which believes in storytelling beyond 30-second formats.

About WeSchool

Among India's top business schools, WeSchool is a pioneering management education institution with emphasis on design-led innovative management education for shaping vision and mission of global citizen leadership. WeSchool has collaborated with MIT Media Lab, Stanford Design School, IDEO, and Center for Creative Leadership among others.

YouTube Link: <https://youtu.be/POQOchwytFQ>

FB Link : <https://www.facebook.com/unwomenindia/videos/2119672654727384/>

#MujheHaqHai