

ANNEXURE 7

S. No	Name of Article	Publication	Date	City
1.	Parsi Community as enriched Indian society: Dr. Jitendra	Daily Excelsior	20.06.2015	New Delhi
2.	The curious case of the Vanishing Parsis	Hindustan Times	12.08.2015	New Delhi
3.	Parsi New Year – Jiyo Parsi delivers towards revival of race: 30 babies in 2 years, 11 on way	Indian Express	18.08.2015	Pune
4.	Madison Media wins Dainik Bhaskar INK awards for Best Copywriting Campaign – Jiyo Parsi	Exchange4Media	21.08.2015	Mumbai
5.	Sam Balsara on Instilling a Certain Pride And Craft Into Print Advertising	Parsi Khabar	25.08.2015	Mumbai
6.	Jiyo Parsi Scheme adds 22 babies to small community	Times of India	10.09.2015	Mumbai
7.	Parsis: Come Baby Come	Open Magazine	30.10.2015	Mumbai
8.	Making Parsi Babies	BBC Podcast	18.12.2015	Mumbai
9.	The Jiyo Parsi Scheme	Parsi Times	12.12.2015	Mumbai
10.	Jiyo Parsi goes to Secunderabad	Jam-e-Jamshed	20.12.2015	Mumbai
11.	A Flame Endangered	The Hindu	27.12.2015	Udvada
12.	Parenting Lessons for life	Parsi Times	09.01.2016	Mumbai
13.	Melting Pot: For a Parsi couple in their forties, having a baby had once seemed a distant dream	Indian Express	10.01.2016	Mumbai
14.	Sunshine Stories of a Dwindling Parsi Population	New Indian Express	14.02.2016	New Delhi
15.	Jiyo Parsi: Community Coverage	Parsi Times	09.04.2016	Mumbai
16.	Mindful of the Minorities: Interview with Dr Najma Heptullah	Parsiana	21.04.2016	New Delhi
17.	Date, Mate, Marry	Jam-e-Jamshed	22.05.2016	Mumbai
18.	Jiyo Parsi Scheme treats infertile couples , raises hopes of rise in Parsi population	New Indian Express	23.06.2016	Hyderabad
19.	Siblings a Blessing – Rajan’s Random Reflections	Adyar Times	12.06.2016	Chennai
20.	Jiyo Parsi push to call home the stork	The Telegraph (Metro)	25.06.2016	Jamshedpur
21.	Jiyo Parsi takes measures to increase Parsi population	The Statesman	26.06.2016	Kolkatta

22.	Focus on 'us' may script Parsi turnaround	Times of India	27.06.2016	Kolkatta
23.	Jiyo Parsi goes East	Jam-e-Jamshed	17.07.2016	Mumbai
24.	Fun evening organised for Parsi Youth	Atal Savera	23.07.2016	Navsari
25.	A vanishing race: Numbers go against India's Parsis	Hindustan Times	25.07.2016	New Delhi
26.	Alarming 18% decline in Parsi population - Pin hope on success of Jiyo Parsi scheme	Times of India	26.07.2016	Mumbai
27.	Editorial – Jiyo Parsi	Parsi Times	30.07.2016	Mumbai
28.	Jiyo Parsi – Tale of Revival	Jam-e-Jamshed	07.08.2016	Mumbai
29.	Letter From A Lonely Parsi Bachelor	Parsi Times	05-11-2016	Mumbai
30.	FOZYA'S 25 th Youth Meet in Pune: A Grand Success!	Jam-e-Jamshed	06-11-2016	Mumbai