All-Women Govinda Pathak Breaks a Barni, Not a Matki, this Janmashtami — in HDFC Mutual Fund's First-of-Its-Kind Dahi Handi for Investor Awareness.

Mumbai, September 4, 2026: Dahi Handi has almost always belonged to the men of Mumbai. This Janmashtami, HDFC Mutual Fund's 'Barni Se Azadi', part of its Investor Education and Awareness Initiative, hands the pyramid to an all-women govinda pathak. But the troupe climbs not to break an earthen matki but a *barni*: the sealed jar that has long held women's money safe but still.

But the pyramid is only where the story ends. It begins weeks earlier, with the women themselves. In the run-up to Janmashtami, HDFC Mutual Fund releases four standalone documentary videos of real women from the pathak. Each breaks a barrier that is entirely her own: one societal, one at the workplace, one within her family, one cultural.

The choice of a barni over a matki is the whole idea. The barni is the container in which generations of women have kept their savings secure and sealed, not out of ignorance but out of inherited comfort. When these women build the pyramid and break the barni, the physical act of reaching beyond what they were told they could, and the financial act of moving money beyond where it has always been kept become one and the same.

At the heart of the campaign lies an insight that is as emotional as it is simple. Indian women are among the country's most disciplined savers, running households on the tightest of budgets and preserving wealth with a discipline few professionals could match. Yet for many, the decisions about that money are still handed to someone else, less out of any lack of ability than a lifetime of being told it was not their place to lead. She does not need to be taught money. As the campaign puts it, preservation is not the same as growth.

The fifth and final film in the series is an after-movie, designed to travel as a standalone film on YouTube and other channels. It opens on Mumbai on Janmashtami evening, the drums and the mandals, a tradition that has always belonged to men. Then the all-women pathak enters. The pyramid rises, layer by layer, heavy and human, and at the top the barni breaks to a roar.

Speaking about the campaign, Mr. Navneet Munot, MD & CEO, HDFC Asset Management Company Limited, said, *"Indian women have been outstanding savers for generations. They save with a discipline the rest of us can only admire, and that discipline is the foundation on which every wealth creation journey is built. Like a Janmashtami pyramid, a strong foundation is only the beginning. Saving keeps money safe, investing allows it to grow, and for generations the barni has served only to save. Through 'Barni Se Azadi' initiative, we are not setting out to teach women about money. We are asking them to consider whether the money they have kept so carefully is also growing. This Janmashtami, these women climb to break a barni, and with it the habit of letting hard-earned savings lie idle."*

As Barni Se Azadi enters its sixth year, HDFC Mutual Fund will continue to focus on taking investor education directly to communities and encouraging more women to make informed decisions around financial planning, investing and long-term wealth creation.

Watch the docuseries here: https://www.youtube.com/playlist?list=PLWc8Scibdixc
To know more visit: https://www.hdfcfund.com/barniseazadi
Benefits of SIP (Systematic Investment Plan) -
Freedom from market timing
Well-suited for long-term wealth creation
Power of Disciplined Long Term Investing

An Investor Education and Awareness Initiative

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