

## Godrej Industries Group's Diwali Campaign 'Kanta Didi' Sparks Conversations on Acceptance and Inclusion

**Mumbai, 16<sup>th</sup> October:** This Diwali, **Godrej Industries Group's** brand-agnostic owned media property **Godrej L'Affaire**, continue their **#CelebratingAcceptance** campaign with '**Kanta Didi**'; a film that challenges everyday stereotypes and redefines what acceptance can look like today. Because acceptance is not the privilege of awareness; it's a practice of humanity. Set within the cosy walls of a familiar home, the story unfolds between a domestic worker and a queer couple, capturing how understanding can emerge not from ideology, but from instinct. What begins as a moment of hesitation turns into an unexpected story of understanding and acceptance.

### Link to film:

- Instagram - <https://www.instagram.com/reel/DP3GOiCD2iA/?igsh=MXV5Y3l5bjVxeTVvYQ==>
- YouTube - <https://youtu.be/YWQJEBtdSl0>

At the heart of the story is **Kanta Didi**, a domestic worker who encounters a queer couple for the first time while working in their home. She interacts with Kapil, who is nervous as a newcomer to the neighbourhood, looking for domestic help. Kanta Didi is quick to assume that Kapil was married, or in a live in relationship with a woman, but that was far from his reality. Kapil is hesitant about speaking his truth, but his qualms disappear with Kanta Didi's warmth. After Kapil opens up about his identity, we witness an honest exchange. Kanta Didi's simple words of acceptance uplifts Kapil's confidence, '**Acha, boyfriend hai?' Toh 'mereko ko kya?'** Her statements reflect a simple philosophy about her priorities: live and let live. Love cannot be governed, after all it is a basic human feeling that should be nurtured in every form. Kanta Didi makes Kapil feel at ease; it's her normalisation of acceptance that made Kapil beam with pride and confidence. The exchange captures everyday India in its truest form, where change does not arrive through grand gestures, but through small, genuine moments of human connection.

The film continues the important conversation we began with our previous Diwali films about #CelebratingAcceptance. It establishes that empathy begins in the most private and domestic circumstances. If Kanta Didi, who learns about queer life through everyday experiences and the windows of social media, '**Aapke wo pride parade mein kya mast dikhte hai sablog rainbow flag ke sath!'** then what makes acceptance difficult for anyone? The film, conceptualized by **Agency09**, leaves viewers with the sense that this Diwali can be enriched by unity in love, through awareness. It urges society to begin having **#HonestConversations** about the forms of love, from your house help, support staff to even friends and family. As Kanta Didi rightly declares, '**Riwaazon Se Rishte Nahi Bante, Hum Rishton Se Riwaaz Banate Hai.'** It resonates deeply, reminding us that relationships, not rituals, define our celebrations.

**Tanya Dubash, Executive Director & Chief Brand Officer, Godrej Industries Group** said, "*At Godrej L'Affaire we have always used storytelling to spark meaningful conversations around inclusion through our #CelebratingAcceptance series. Over the past three years, these films have delved into how acceptance finds expression in everyday life. With 'Kanta Didi' we continue that dialogue, to show that true progress is when acceptance and inclusion become simply second nature.*"

Speaking about the campaign, **Parmesh Shahani (he/him), Head - Godrej DEI Lab**, said, "*At the Godrej DEI Lab, we have found, again and again, that visible representation or policy change don't just shift norms; often, they reflect that the norms have already shifted. The #CelebratingAcceptance films reflect quiet, everyday change beautifully, and celebrates the fact that all of us, as Indians and as human beings, are united on more things than we are divided. We've been so inspired by the growing recognition of queer dignity and belonging, from the Department of Social Justice and Empowerment's ongoing consultations on LGBTQIA+ inclusion, to the Department of Financial Services and the Department of Food & Public Distribution recognising queer partners within key social and financial frameworks. Each of*

*these milestones reinforces our belief that true progress happens when acceptance moves from policy to practice, and eventually, into the way we live.”*

Further adding to this, **Raz Rehman Ali, Director (Onlyn India)**, *“What drew me to Kanta Bai was its honesty, it doesn’t try to teach, it simply observes. The film doesn’t rely on big moments or declarations; its strength lies in the authenticity of a simple exchange. When someone like Kanta reacts with such effortless acceptance, it challenges the idea that empathy belongs only to the informed. Sometimes, the most powerful stories are the ones that just let life speak for itself.”*

### **About Godrej L’Affaire**

Godrej L’Affaire was founded to celebrate the goodness of life every day, and to help India live better. It is a unifier that bonds consumers, content creators, leading brands, and the world of Godrej effortlessly. And together, it redefines the future of lifestyle, beauty, travel, wellness, fashion, and food. Each piece engaging, every theme contextual, every take unique, the platform connects the roots of India to modern living flawlessly. “Conversations. Communities. Collaboration.” A simple mantra that makes Godrej L’affaire unique, entertaining, and resourceful. Where people from all walks of life, diverse backgrounds, and different regions share the latest trends through interactive, entertaining, and inspiring interviews, features and portraits, discoveries, trends, stories, and performances. And take away ways to make the most of their lives. With Godrej L’affaire by your side, you will always be in the know of the ever-evolving landscape of lifestyle. Come, hop in to live it up.

**Godrej L’affaire Social Media handles :** [Instagram](#) | [Facebook](#) | [Twitter](#) | [YouTube](#)

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