

Sukarya's pilot Integrated Rural Development Program – *Ek Pahel* Project becomes a reality

New Delhi, December 21, 2014: Sukarya a registered non-governmental organization initiated a pilot "Integrated Rural Development Program (IRDP)" named as "*Ek Pahel Pariyojna*" at Manger village district Faridabad in 2011. The project was sponsored by Bird Group a leading travel conglomerate, under their CSR initiatives.

The project was initiated on an initial need based assessment, where the findings revealed lack of proper health services, unavailability of proper education system, poor hygienic environment and unavailability of skill development & vocational training services. Depending upon the findings the project broadly covered development components of health & nutrition, vocational & computer education, women empowerment, environment & sanitation along with strengthening the village level committees.

Apart from these regular activities, special emphasis is given on certain community requirements like Installation of Bio Gas Plant, installation of community drinking water system, school drinking water system, running water in the school toilet and installation of waste bins. The uniqueness of the project was that all the program components, indicators and activities were interconnected and inter dependent with each other like health, (community health, maternal and child health, adolescent health), nutrition and prevention of anaemia vocational training, Self Help Groups SHGs, Livelihood and Environment.

Mrs. Meera Satpathy Founder Chairperson, Sukarya commented on the development, "The Project proceeded towards giving benefits to hundreds of families of village and hence contributing to the growth of the nation. Hundreds of men, women, adolescents, and youngsters of these villages agreed, accepted and supported our cause.

Someone became an entrepreneur, someone learned to speak her mind; someone learnt to come out of the house and sell spices; someone took a decision for her next pregnancy; someone learnt she is the focal point of her house, because she is aware about polio drops, iron tablets, health salts, anaemia, local PHCs, green vegetables, to visit Health centers and someone became an ASHA worker; someone got convinced about nutrition etc. So in a nutshell in the last few years many women of Mangar became decision makers in the intervention area and the families supported their decision. I am very proud of this fact. But the key is to implement this kind of module in many more needy villages."

Mrs. Radha Bhatia, Chairperson, Bird Group also commented on the progress and shared "Basic needs of pure drinking water and hygienic toilets should be provided to all across our country. At Bird Group we are constantly making efforts to reach out to as many villages and children as possible and provide them with basic sanitation requirement and at the same time lay emphasis on health and education".

About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 45 offices supported by over 6000 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Aviation Services, Hospitality, Luxury Retail and Education.

For more details please visit: www.bird.in

About Sukarya

Sukarya is a non-profit organization working to improve the health and well-being of the underprivileged, especially women, children and adolescents living in the villages and slums of Haryana, Delhi and Rajasthan. The vision of Sukarya is health for all - "Better Health, Better Society"; A society in which citizens enjoy holistic health and well-being and they can as healthy and productive citizens contribute actively to the development of their communities and society.

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