

Bird Foundation partners with Nanak an initiative to empower rural women by bridging gender equity through skilling

New Delhi, April 23, 2015: Bird Foundation, the philanthropic arm of the Bird Group established with a vision to help the underprivileged society, specially focusing on women and children has collaborated with Network and Alliance for Non-Profit Activity and Knowledge (NANAK) and launched an initiative to empower women in rural India. "Sandarshika", is a training program designed to bridge the rural gender equity through professional skilling. The training program in tourism, self-defense as well as personality development has been designed by the trainers at Bird Academy, the educational arm of Bird Group to train participants from Educomp Foundation, a non-profit initiative by Educom Solutions Ltd and Sangatt Foundation, a non-profit initiative.

The 17 days training program is currently being held from April 6th – 24th, 2015 at the Prayas Social Welfare Society, New Delhi who have kindly housed the girls. The training will conclude on April 24th, 2015 with the distribution of certificates to all participants by Dr Mahesh Sharma, Minister of State for Culture, Tourism and Civil Aviation and Mrs Meenakshi Lekhi, Member of Parliament and BJP National Spokeswoman along with Mrs Radha Bhatia, Chairperson, Bird Group. The distribution ceremony will be conducted at Civil Services Officers Institute Auditorium, Vinay Marg, Chanakyapuri, New Delhi 110021.

Speaking on the initiative, Mrs Radha Bhatia, Chairperson, Bird Group said, "We at Bird Academy have always believed that women should be given equal importance economically and culturally in the society. With this initiative we hope to encourage women by equipping them with employable skills to help them earn a livelihood and achieve their dreams. We also hope to encourage several other women to seek similar opportunities that can improve the quality of their lives. We also look forward to support similar programs with other NGOs in future."

The participants consist of 27 women from the rural and peri-urban areas of Bihar and Uttar Pradesh from varied backgrounds such as housewives, beauticians to former sportswomen. The participants plan to utilize the Sandarshika training to chart out a career in travel and tourism in their respective areas as well as spreading the message and encouraging their peers to do the same.

The curriculum includes intensive sessions on various aspects of tourism such as tour guiding, itinerary making through theory, practical as well as exposure visits. In addition to these the students are also receiving training in basic self-defense techniques and moves as well as insights on personality enhancing with sessions on communication, confidence building skills along with tips on personal grooming.

About Bird Academy

The Bird Group established its educational arm in 1998 to meet the growing demand for internationally competent human resource. The Courses have been conceptualized with a view to provide an in-depth understanding and technical skills in the field of Aviation, Travel & Tourism, Information Technology and Hospitality Management involving Soft Skill Training, IATA Consultant and Foundation Course, Airport Handling and IATA Cargo Courses, Computerized Reservation System & Automated Ticketing, GDS Fares & Ticketing and Aviation Law and Dangerous Goods Regulation courses. The Society is promoted and managed by the Bird Group, one of the largest and most diversified Groups in the Travel and Information Technology arena.

For more details, please visit: www.birdacademy.in

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 information, visit the Bird Group website: www.bird.in

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