



## IndiGoReach, IndiGo's CSR arm releases its Coffee Table Book

*~ Coffee Table Book includes a collection of stories and learnings from WATER PROJECT*

**Ranchi (Jharkhand), November 18, 2021:** IndiGoReach, IndiGo's CSR arm today released its Coffee Table Book, which is a collection of stories and learnings from the WATER (Women collectives led Action Towards Environment Rejuvenation) Project. The book was released in presence of Ms. Nancy Sahay - CEO, Jharkhand State Livelihood Promotion Society and Prof. Ramesh Sharan - Noted Economist and Ex Vice Chancellor - Vinoba Bhave University, Hazaribagh, Jharkhand along with various dignitaries, scholars and women involved in the project. The coffee table book comprises of stories of resilient women from rural Jharkhand. The project implemented in the state is a result of partnership between IndiGoReach and the NGO - Pradan.

The coffee table book highlights the interventions undertaken to generate income opportunities for the communities in Jharkhand through the WATER project. It outlines various experiences and recognizes stories of women, who face a multitude of hardships such as poverty, patriarchy and yet continue to work hard and inspire other women in their communities. The WATER project focused on enhancing the capabilities of 37,000 women in Godda, Hazaribagh and Bokaro Districts, and increasing their incomes through several agricultural and non-agricultural activities. Through this project, numerous opportunities were created for women by collectivizing them in Self Help Groups, training and equipping them with efficient and improved agricultural practices and facilitating water conservation and land development.

During the event, **Ms. Rohini Bhatia**, Chairperson of the CSR Committee InterGlobe Aviation Ltd. (IndiGo) said "This project has been instrumental in supporting women to enhance their average annual income by over 50% from INR 59,000 approx. in FY 2017-18 to INR 89,000 approx. FY 20-21. The financial gains not only helped them gain more autonomy, but also more respect from their families and society at large. The women are elated with the fact that they have created their own identities and pulled out themselves and several other women from clutches of poverty and indignity, towards a brighter and progressive future."

The implementation of the project has led to the renewal of livelihoods of the communities in Jharkhand. The project encompassed livelihood intervention in a more holistic manner by covering various facets of women empowerment, income generation, nutrition, and ecology.

### **About IndiGo**

IndiGo is amongst the fastest growing low-cost carriers in the world. IndiGo has a simple philosophy: offer fares that are affordable, flights that are on time, offering a courteous, hygienic and a hassle-free travel experience. With its fleet of 275+ aircraft, the airline is operating over 1400 daily flights and connecting 71 domestic destinations and 24 international destinations. For more information, please visit [www.goIndiGo.in](http://www.goIndiGo.in). You can also connect with us on Facebook, Twitter, and Instagram.

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