

March 4, 2020

Apollo Tyres and Institut Francais (IFI) felicitate Change Agents

Women Achievers felicitated to commemorate International Women's Day

Leading tyre maker, Apollo Tyres and Institut Francais (IFI) felicitated eight Change Agents from across the country, who have brought a positive impact in their entire community, to commemorate the International Women's Day 2020. These 8 women, in addition to having worked for their own empowerment and livelihood generation, have also aligned with similar women from their own or nearby villages, and have provided income opportunities to them as well by forming self-help groups.

In a specially organised programme at the Institut Francais in New Delhi, the two organisations together felicitated the women achievers. Dr Bertrand De Hartingh, Counsellor for Cooperation and Cultural Affairs & Country Director, Institut Francais, Prakash Tomar alias 'Shooter Dadi' and Aditi Chauhan, Member of Indian National Football Team attended the event. This event celebrated the acts of courage and determination by ordinary women who have played an extraordinary role in their communities, challenged stereotypes, fought biases and have broadened perceptions.

Apollo Tyres' Livelihood and Income Generation Initiative, 'NAVYA'

Programme Navya, under Apollo Tyres Foundation, focuses on generating livelihood and improving the well-being of underprivileged women by providing opportunities at their doorstep. As the name suggests, this programme is a flight of independence taken by the women towards self-realisation, discovering a new self to embark on new beginnings. This programme is being implemented in the states of Andhra Pradesh, Gujarat, Kerala, Maharashtra and Tamil Nadu, and aims to improve the socio-economic status of 1 million underprivileged women by 2030.

Apollo Tyres supports the participation of rural women by providing them livelihood opportunities and sensitising them about gender rights and other social issues that affect their lives, including better rural livelihood and improved social status. Women are trained for income generation through farming and non-farming activities. The latter includes vocational skills such as tailoring, apiculture, khakhra making, sanitary napkin making, rubber sheet making, mushroom cultivation, pineapple processing, etc. Farm-based trainings include livestock care and management and scientific agriculture practices.

The Change Agents who were felicitated today:

1. Sathy Ranjan, Kerala
2. Lakshmi, Tamil Nadu
3. Geeta R Parmar, Gujarat
4. Meena Dasgude, Maharashtra
5. Sheeja Salam, Kerala
6. Parubai Walke, Maharashtra
7. Geetaben Parmar, Gujarat
8. Kiran Gadhav, Maharashtra

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About Apollo Tyres Ltd

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has multiple manufacturing units in India and a unit each in The Netherlands and Hungary. The company markets its products under its two global brands – Apollo and Vredestein, and its products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.

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