



***WE CONFERENCE***  
***October 18, 2013***  
**Coverage Report**

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**Publication:** The Times Of India

**Date:** October 17, 2013

**Edition:** - Gurgaon

**Headline:** Women's role on achiever's meet agenda

## Women's role on achievers' meet agenda

**Gurgaon:** Women's empowerment, as a concept, has come a long way. There have been institutions set up to further this cause, with the governments espousing the idea, in all its nobility, across the political spectrum.

In practice, however, a lot remains to be done in this domain. Apart from addressing the practical realities of this subject, the upcoming conference on women's empowerment asks another very crucial question – 'what role do empowered women play in empowering women?'

This goes the theme for the event titled 'We,' which is to be held this Friday at the hotel Dusit Devarana, just along the national highway near the toll plaza.

"This is the first such conference, in which women from diverse walks of life will get together to share their experiences," said a representative of the Bird Group, which has put together the one-day

**Publication:** Travel Trade Journal

**Date:** October 18, 2013

**Edition:** - National

**Headline:** The Bird Foundation conducts 'We' conference today

The Bird Foundation was set up earlier this year with a mission to help the underprivileged, with a focus on women empowerment and education. The Bird Foundation in its first initiative brings to you the 'WE' conference with women from diverse walks of life to share with you their experiences. To get a comprehensive holistic approach we have gathered eminent personalities from various walks of life.



<b>Publication:</b> Broadcast India
<b>Date:</b> October 18, 2013
<b>Edition:</b> - Online
<b>Headline:</b> The Bird Foundation organizes 'WE' conference on the ' role of empowered women in empowering women'

## THE BIRD FOUNDATION ORGANIZES 'WE' CONFERENCE ON 'THE ROLE OF EMPOWERED WOMEN IN EMPOWERING WOMEN'

Submitted by news on October 18, 2013 - 16:50



Bird Foundation today organized its first of the 'WE' conference at Dusit Devarana New Delhi. The conference highlighted the role of empowered women in empowering the larger society. The conference brought together experts and luminaries on a common platform to discuss how their personal achievements could guide and influence today's women.

Dr. Najma Heptulla, Member of Parliament & Former Deputy Chairperson, Rajya Sabha, chief guest of the conference said, "I am very happy this conference is taking place. For some of us, who after hard work and struggle achieve empowerment in different fields, should help the young women to overcome the difficulties and hurdles which come in the way, and try to encourage more young woman, so that the attitude of the society changes and they accept women as partners in development. I have worked all my life both nationally and internationally as IPU president and focused on issues of women, irrespective of which field they are in".

Speaking on the occasion Radha Bhatia, Chairperson, Bird Group shared, "We at Bird Group, have always nurtured the thought of imparting education to the next generation. Through our very first initiative under Bird Foundation, we are honored to bring together inspirational experiences. These experiences are of the stalwarts who we believe are committed to enabling this change while balancing their family values and profession".

"Bird Foundation hopes to engage, educate and empower women and children through various initiatives to augment inclusive growth. The foundation would also provide impetus for the women to learn and become successful from each other's experiences", added Radha Bhatia.

"WE conference is a platform for all women to drive their ambition and motivate them to achieve their dreams", shared Simone Menne, Member of the Executive Board of Deutsche Lufthansa AG & Chief Financial Officer. "I feel privileged to be associated with the WE conference. Meeting empowered women from different background and culture who are inspired by the same ideas of connect, educate and empower the not so privileged is overwhelming".

Eminent speakers from Fortune 500 companies and thought leaders from varied sectors deliberated on different aspects of 'The Role of Empowered Women, in Empowering Women'. Also discussed during the conference were the best practices that a society can adopt and make a difference to the lives of millions of women and children across the country. Distinguished speakers included, Dr. Najma Heptulla, Member of Parliament & Former Deputy Chairperson, Rajya Sabha, Simone Menne, Member of the Executive Board of Deutsche Lufthansa AG & Chief Financial Officer Lufthansa, Dr. Jyotsna Suri, Chairperson & Managing Director, Bharat Hotels Limited, Shubhalakshmi Panse, Chairman & Managing Director, Allahabad Bank, Alexandra Solovieva, Deputy Country Director, UNDP India and Meera Shanker, Former Indian Ambassador to USA. Radha Bhatia, Chairperson, Bird Group threw the discussion open and speakers to share their experiences.

Under the guiding philosophy of Bird Group, The Bird Foundation was set up earlier this year with a mission to help the underprivileged, with a focus on women empowerment and child development. Over the years the Foundation has supported many causes and NGO's working to improve the health and well-being of underprivileged women and children. The Foundation also believes in taking decisive action with members volunteering to support various causes.

**Publication:** Webnewswire

**Date:** October 18, 2013

**Edition:** - Online

**Headline:** Bird Foundation organizes 'WE' conference on 'The Role of Empowered Women In Empowering Women'.

### **THE BIRD FOUNDATION ORGANIZES 'WE' CONFERENCE ON 'THE ROLE OF EMPOWERED WOMEN IN EMPOWERING WOMEN'**



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October 18th, 2013 @ 04:50pm

<b>Publication:</b> India Info Online
<b>Date:</b> October 19, 2013
<b>Edition:</b> - Online
<b>Headline:</b> Bird Foundation organises 'WE' Conference

## **Bird Foundation organises 'WE' Conference**

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India Infoline News Service/ 11:42 , Oct 19, 2013

**The conference highlighted the role of empowered women in empowering the larger society**

Bird Foundation on Friday organized its first of the 'WE' conference at Dusit Devarana in New Delhi. The conference highlighted the role of empowered women in empowering the larger society. The conference brought together experts and luminaries on a common platform to discuss how their personal achievements could guide and influence today's women.

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**Publication:** Statesman

**Date:** October 19, 2013

**Edition:** - Delhi

**Headline:** Successful women need to support less privileged

Statesman - Delhi, Sat, 19 Oct-13, Size: 144.74 sq.cm., Page: 4

# ‘Successful women need to support less privileged’

**PRESS TRUST OF INDIA**

New Delhi, 18 October

Women who have achieved success in life need to play an active role in empowering those who are less privileged, eminent personalities today said.

“For some of us, who after hard work and struggle achieve empowerment in different fields, should help the young women to overcome the difficulties and hurdles,” Member of Parliament & Former Deputy Chairperson Rajya Sabha Najma Heptulla said.

Young women need to be encouraged more so that the attitude of the society changes and women are accepted as partners in development, she added.

Heptulla was speaking on a conference on ‘The Role of Empowered Women in Empowering Women’ organised by Bird Foundation, philanthropic arm of the diversified business conglomerate Bird Group.

Commenting on the initiative, Bird Group Chairperson Radha Bhatia told PTI: “I would like underprivileged women to get empowered so that they don’t remain sufferers and find road map for success.”

Bird Foundation hopes to engage, educate and empower women and children through various initiatives to augment inclusive growth. The foundation would also provide impetus for the women to learn and become successful from each other’s experiences, she added.

Other speakers included Deutsche Lufthansa AG Member of the Executive Board & Chief Financial Officer Lufthansa Simone Menne, Bharat Hotels Chairperson & Managing Director Jyotsna Suri, Allahabad Bank Chairman & Managing Director Shubhalakshmi Panse, UNDP India Deputy Country Director Alexandra Solovieva and former Indian Ambassador to USA Meera Shanker.

<b>Publication:</b> PTI
<b>Date:</b> October 21, 2013
<b>Edition:</b> - Online
<b>Headline:</b> Successful women must support the underprivileged one

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Bird Foundation takes care of CSR activities of the group and helps underprivileged society focusing on women and children. The Bird Group has interests in travel technology, aviation services, hospitality, luxury retail and education.

<b>Publication:</b> Business Standard
<b>Date:</b> October 21, 2013
<b>Edition:</b> - Online
<b>Headline:</b> Successful women must support the underprivileged one

## Successful women need to support those who are less privileged

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