



Vicente Ferrer



RIVERFRESH CONTRIBUTES TO DIGNIFYING THE LIFE OF 9 FAMILIES IN INDIA

Establishing common links and goals among all the people who are part of a company, strengthens itself and makes it more competitive. One of the ways to achieve this is to carry out social projects together. This is the case of Riverfresh, a company based in La Rioja, with implementation in India, through Rafael Gonzalez Business Group, that has decided to contribute with a project that includes the construction of 9 homes for disadvantaged families in the Indian village of Aravakur.

The initiative in which other companies participate, will realize the dream of these family members, to improve their integration into the community and have more dignifying living conditions.

Having a home on property is a very important change in the lives of these people because most of them live in adobe huts, with roofs made of palm leaves. They are at risk of being attacked and cannot live safely. In addition, they feel the pride of living in a house when none of their ancestors could have it. These are very simple buildings, about 45 square meters, in which they can be protected from stings of scorpion and snake stings and avoid diseases and deaths.

Another important issue is that these homes have bathrooms, which is very rare in rural areas of southern India, where millions of people relieve themselves outdoors. This practice causes illnesses due to unhealthiness, and sexual assaults on women as they must leave home at night in the countryside instead of being able to go to a bathroom in their homes.

The project also pursues the goal of empowering women. All homes are registered with woman's name, to prevent her from being left without property when she is abandoned by her husband, something that happens too often in a patriarchal society as India. For women, owning home ownership is a change in their self-concept, confidence and role, both within the family and the community and in the longer term also in the society.

The housing colony will begin construction soon and will take between 12 and 14 months to complete. The beneficiary families will participate in its construction, which generates greater involvement and commitment, as well as the illusion of participating in a project that will change their living conditions.

The project is open to the collaboration of more companies, that want to contribute to complete it and thus join efforts to improve the living conditions of those who need it most, in southern India.

The collaboration is part of the linkage that Riverfresh has decided to carry out with the Sustainable Development Goals established by the United Nations to achieve a more equal, fairer and more sustainable world.

In this case, the linkage is established with Objectives 1 and 17 which mark the end of poverty and partnerships to achieve this. Vicente Ferrer said that eradicate poverty is possible, and that he only had two hands and needed many more. These partnerships seek to involve all the people who make up the company to engage in a social cause in order to have a common illusion led by the organization, and that generates pride of belonging for all.

The Vicente Ferrer Foundation offers collaborating companies the possibility to stay on the Foundation's campus in Anantapur, in order to visit the projects they have supported. In this case, they will be able to live with the families the illusion of opening their houses, a moment of great celebration for the village.

The Vicente Ferrer Foundation supports impoverished communities and especially vulnerable groups: women and people with disabilities. It implements its programs in more than 3,600 villages and reaches about 3 million people. The FVF development model in India is linked with the UN's global set of proposals to reach the 2030 agenda.

Its integral action and humanist vision, based on the philosophy of action of its founder, Vicente Ferrer, has provided a model of development reference, within the framework of cooperation. Today, more than 130,000 employees are part of this ambitious poverty eradication project in India, a country that still needs solidarity people to move towards social justice.