

Event on ‘Safe e-Mobility for Women, Led by Women’



Flagging off ‘Aarya- Empowering Women through Mobility’ event

On the occasion of Republic Day, an awareness event ‘Aarya- Empowering Women through Mobility’ was organised as part of the ISS e-Mobility Project in Mirzapur block, East Uttar Pradesh. The event was organised with a local implementation partner, Vindhya Sabji Evam Beej Producer Co. Ltd., to celebrate e-rickshaw women entrepreneurs, their decision to choose e-rickshaw as a way of livelihood, and safe mobility options for girls and women in the community.

The guest of honours included Ms Reeta Yadav, Prabhari at Mirzapur Women’s Police Station and former MLA Ms Suchismita Maurya, Mirzapur. The event witnessed participation of traffic (women) police constables, representatives from the Road Transport Department, and government stakeholders, along with 55 potential Aaryas (e-rickshaw entrepreneurs).

The word ‘Aarya’ symbolises strength and power, and represents our existing and upcoming e-rickshaw women entrepreneurs. The initiative ‘Aarya’, co-created with the community, is unleashing the entrepreneurial aspirations of women and focuses on the safe mobility of women through a network of women-led e-rickshaws. The larger vision of the initiative is for the creation of a network of Aarya(s) who will ensure the safe mobility of young girls and women in Mirzapur and Bhadohi in Uttar Pradesh.



Leading the safe mobility movement for women by women

During the event, dignitaries appreciated the ‘Aarya’ initiative and applauded women e-rickshaw drivers for choosing to ‘become their own boss’. Furthermore, a session around traffic rules and road safety was conducted by the Traffic Police, wherein women e-rickshaw drivers were briefed on driving rules and road etiquette.

The event concluded with an awareness rally led by 23 women e-rickshaw entrepreneurs to inspire other women.