



Pragma Devi: The Pride E-rickshaw rider of Mirzapur

In May 2018, Pragma started attending the community meetings of Work 4 Progress (W4P) India programme of la Caixa banking foundation and Development alternatives. Pragma co-created the idea of turning her love for motorcycles into an enterprise, in July 2018. She accumulated start-up capital from her savings and a loan from a credit facility for purchasing an e-rickshaw. The e-rickshaw was inaugurated on 14th November, 2018 and it added a new light to Pragma's life. The very first thing she did was install an electricity connection at her home. Earlier she used to walk three kilometers to charge her phone and vehicle, at her paternal home.

Every morning, Pragma drops off her kids to school and then start with her morning schedule of her rides. She usually charges fifteen rupees for one ride for a person within three kilometers. She monthly earns above seven thousands and has contributed greatly to improve her living conditions. Buying and riding an e-rickshaw hasn't been easy for Pragma. Initially she got different reactions because it is not common for women to ride rickshaws. But Pragma is breaking all patriarchal barriers and is growing each day.

Pragma has come up as a change agent in her community and has ignited many other girls in her community to follow their dreams. She is no short of a celebrity and has been awarded the "Women Empowerment Award" by the district officials, for being the first woman e-rickshaw rider in Mirzapur.