

Launch of Aarya Manch - A platform for the local e-mobility ecosystem, Mirzapur



Aarya members and other stakeholders at the launch of Aarya Manch

With an aim to build an environment of trust and facilitate the exchange of knowledge and experiences between local system stakeholders and entrepreneurs, Aarya Manch - a platform for e-rickshaw women entrepreneurs and local e-mobility stakeholder ecosystem, was launched in Mirzapur, Uttar Pradesh. The platform connects 70 women from rural areas of Mirzapur who have started their entrepreneurial journey to financial, technical and training institutions in Mirzapur. The launch event was attended by women e-rickshaw entrepreneurs, representatives from Road Transportation Office (RTO), Traffic Police Department, Women Police Department, Khadi Gram Udhog (Village Industrial Centre), Aryavart Bank, IndusInd Bank, e-rickshaw vendors, and Women Self-Help Groups (SHGs).

Women entrepreneurs (also called 'Aarya') shared their experiences where men often pay less rental for a ride, neighbours/ community treat them as not one of them, traffic police personnel looking to collect fines, banks not giving them loans, etc. There were counter arguments and suggestions put forth by Traffic Police on road rules that e-rickshaw drivers do not abide by, a representative from Aryavart Bank mentioned importance of credit score, cash flow in account, timely repayments of EMIs, scope for training on financial aspects, and documents that are not available when people come for a loan.

KVIC representatives shared information on Government schemes tailored for women and called for collaborations with women's groups and SHGs to support aspiring women e-rickshaw entrepreneurs. Additionally, technology vendors shared



E-rickshaw entrepreneurs actively taking part at the event

their knowledge on e-rickshaw battery maintenance, its shelf life, and best practices for storing replacement batteries separately.

The event realised the importance of regular meetings to keep Aaryas updated about the emerging changes in the e-Mobility system and enable stakeholders to understand the challenges and opportunities within the space.

In conclusion, the launch of 'Aarya Manch' represents a significant stride toward empowering women in Mirzapur to embrace e-mobility entrepreneurship. By fostering collaboration, sharing knowledge, and addressing challenges, this platform holds the promise of not only expanding economic opportunities for women but also driving positive change within the local e-mobility ecosystem.