

Second edition of Aarya Manch held



Aarya manch in action

The Aarya Manch, a platform where women e-rickshaw entrepreneurs actively engage in dialogues with local system stakeholders, recently held its 2nd edition with a focus on enhancing visibility and branding within the local e-mobility ecosystem. The event successfully drew in a crowd of over 100 individuals, including aspiring women entrepreneurs and members of the Cluster Level Federation (CLF) group: Kamla Perna Swam Sahayata Samuh from the village of Kirtartara.

The Aarya initiative, led by Development Alternatives and Manviya Dristikon Sewa Samiti, and supported by Fundación "la Caixa" and ISS A/S, has played a pivotal role in empowering 83 women from rural areas of Mirzapur to initiate their own e-rickshaw enterprises. Women-led e-mobility is gaining traction in the district of Mirzapur. Since the first edition of Aarya Manch, the safe mobility project has seen a 33% growth in the number of women e-rickshaw entrepreneurs.

Several key highlights emerged during the event, contributing to the objectives of the movement. Deputy Superintendent of Police Gyanu Priya delivered a speech advocating for more women to enter the driving profession. She addressed gender stereotypes and assured female drivers of their safety, providing emergency helpline numbers. This was an important step towards breaking barriers and promoting inclusivity within the e-mobility sector.

The Gram Pradhan of Arjunpur showed his support by pledging to allocate land within his panchayat specifically for an e-rickshaw stand dedicated to women drivers. This commitment not only strengthens the infrastructure for women entrepreneurs but also indicates the community's endorsement of their role in the e-mobility ecosystem.

Vindya Electronic Agency, a technology partner, expressed their support by offering free technical repair training to women e-rickshaw drivers. A highlight of the event was a street show presented by students from a local public school. They creatively highlighted gender inequality and women's empowerment, aligning with one of Aarya's core objectives. The narrative depicted girls overcoming obstacles to education with the assistance of Aarya didis, showcasing the impact the initiative has on changing lives.

In conclusion, the 2nd edition of Aarya Manch proved to be a pivotal event, reinforcing the involvement of various stakeholders towards empowering women in the e-mobility sector and breaking gender stereotypes. The collective efforts showcased at the event contribute to the larger goals of Aarya in creating a more inclusive and supportive ecosystem for women e-rickshaw entrepreneurs.