

Third 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, held its 3rd edition on 16 December 2023 in Mirzapur with a focus on e-mobility ancillary services.

The event successfully drew in a crowd of over 60 individuals, including aspiring women entrepreneurs, representatives from Jan Shiksha Sansthan (JSS), National Rural Livelihood Mission, Rural Self Employment Training Institute (RSETI), IndusInd and Aryavart Bank, repair service vendors, school principals and members of the Cluster Level Federation (CLF) group: Jagriti Prerna Mahila Sankul Samiti and Himmat Prerna Mahila Sankul Samiti, Mirzapur.

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 100 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.

The event was also based on the inclusion of CLF (Cluster Level Federation) and NRLM members in our discourse with the women e-rickshaw drivers—more of a message-spreading effort in other geographies through them. The event's major highlight was a concentrated group discussion with a diverse set of participants. It centered on a group discussion that engaged a diverse group of participants. During the discussion, attendees explored three fundamental questions: what motivated their presence on the platform, their expectations from it, and how they envisioned contributing to its growth.

Some important conversation ideas emerged from this exercise - including family members of Aarya e-rickshaw drivers to enable them to build awareness of Aarya's life. An SVSS (Swami Vivekanand Shiksha Samiti) representative suggested that men should also come forward and start promoting this initiative. A CLF member suggested utilising the platform not only as a coalition between stakeholders and entrepreneurs but also as a medium or channel for dismantling the gender stereotypes and societal roles.

EVENT 2023

The third edition of Aarya Manch 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.

