

Steering Towards Sustainability: Women E-rickshaw Entrepreneurs at Aarya Manch



Aarya, e-rickshaw entrepreneurs with stakeholders and MDSS team

“We firmly believe that the Aarya sisters are pivotal in ensuring the sustainability of Aarya Manch,” asserted one of the female e-rickshaw entrepreneurs, also known as Aaryas. Aarya Manch serves as a platform for women e-rickshaw entrepreneurs to actively engage with local stakeholders within the system.

The Manch recently convened its fifth edition on May 6, 2024, in Mirzapur, with a primary focus on empowering women e-rickshaw entrepreneurs to take ownership and drive sustainability within the initiative. The core emphasis lay in recognising the significant strides these women have made and exploring avenues for their continued advancement. Discussions revolved around envisioning a scenario where these women, through their determination and resilience, could steer the Manch independently, deciding its frequency, agendas, and participant involvement.

A roundtable dialogue with the Aaryas and stakeholders aimed to devise strategies for making Aarya Manch self-sustaining. Beyond merely earning a livelihood, women e-rickshaw entrepreneurs have emerged as influential voices within their communities. Even those who faced educational obstacles now assume leadership roles, becoming the faces of the Manch and inspiring countless young girls and women. It is imperative that they take up the mantle of leadership within the Manch. The primary objective is to assist the Aaryas in forging connections and establishing a robust network of stakeholders.

This platform offers them direct support from various departments and stakeholders, bestowing upon them authority and recognition while aiding in the establishment of their ecosystem. The Manch witnessed the participation of women e-rickshaw entrepreneurs, media representatives, the National Rural Livelihood Mission (NRLM), Rural Self Employment Training Institute (RSETI), Indusland and Aryavart Bank, repair service vendors, school principals, social workers, an e-vehicle vendor, and Self-Help Group (SHG) members.



Glimpses from Aarya Manch