

## Project Adhikaar : Driving towards change

Delhi , India  
Delhi , India  
Avish Bhatia



Year Founded:

2015

**Organization type:**

nonprofit/ngo/citizen sector

Project Stage:

Start-Up

**Budget:**

\$50,000 - \$100,000

Website:

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### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

To empower the socially backward women by providing them a fixed income through driving as a profession with required self-defense and personality development skills. Make the project sustainable by enabling the women to become entrepreneurs and create a union of all the women under the project.

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

What if the commutation sector was flooded with women drivers making women feel safer while commutation

#### About Project

**Problem: What problem is this project trying to address?**

67% of the women harassment cases in New Delhi happen in the commutation sector. Whenever a women steps out her home, she's asked to be cautious and to return before sunset. She constantly fears being harmed/harassed. Addressing this problem becomes of utmost importance because it violates the basic right of a woman being able to step out of the boundaries of her house. Women deserve to live their lives interdependently.

**Solution: What is the proposed solution? Please be specific!**

The Solution is in the form of a Two-fold model where: 1. Women Drivers in all commercial transportation services (Cabs, Electric Rickshaws, Autos, Metros etc.) is leading to safer options for women passengers and reduce the probability of harassment cases. During our surveys we've realized how women feel safer and choose a driver of the same gender over a male driver. 2. Women getting employment and stepping out of their homes for such jobs will challenge the conventional mindset of driving being a male dominated profession and will boost the confidence of women to live a more independent life which is reflected in the lives that we've impacted through our project, where a woman supports her family morally as well as financially.

**Awards**

1. Walmart Women Empowerment Grant, Mahindra Rise Grant and Bluedart Grant under Enactus India

Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

The project functions in 3 stages: 1. Mobilizing: Where women are recruited from slums through recruitment drives and Ngos. This is where the conventional mindset of women just working at home is challenged. 2. Training: The training for various commercial vehicles takes place in between 2 weeks and 6 months (depending on the vehicle) along with required self-defense and personality development skills. Here financially or socially challenged women are empowered with various skills. 3. Placement: The fully trained women hit the roads and earn a monthly fixed income up to INR 30000 empowering their lives financially and solving a bigger purpose of harassment cases in the commutation sector by providing an alternative to female passengers.

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

The impact is 2 fold: 1. We create women entrepreneurs by helping them adopt the profession of driving by imparting the necessary skills for the same. We also help them acquire commercial vehicles of their own in order to create entrepreneurs in it's true sense. These entrepreneurs earn monthly incomes of up to INR 30,000 which has helped change many lives in our target community by not only impacting the women but their entire families. 2. These women drivers once spread over the roads of Delhi together promote women safety not only by providing an alternative to male drivers but by actually creating a bold example of strength and independence which challenges the orthodox mindset of various people in the country. These entrepreneurs together form a union which helps find solutions to various professional and personal problems and is aimed at becoming a brand in the commutation sector.

**Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

The full impact potential of the project may be realized when Project Adhikaar becomes a name in the commutation sector in Delhi NCR and impacts at least 3000 lives which not only brings about gender equality in the profession of driving but eradicates women safety as an issue from the city altogether. The Aim of creating The Adhikaar union of women drivers will include creating a chain of driving schools run by the women itself which constantly recruits and trains women drivers impacting lives through a sustainable business model which may be replicated in various other cities of India.

Sustainability

**Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

The Project provides fixed incomes to the drivers trained under the project. This will enable them to acquire their own vehicles and become self-sustained entrepreneurs. However the project also aims at creating a brand where all vehicles under the project will homogeneously promote the brand name which can provide on ground marketing solutions for various other businesses leading to revenues which may be used to set-up driving schools as well.

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

women safety is being promoted by various organizations but not by empowering the women from the community itself.

Team

**Founding Story**

A devastating rape case lead to the idea generation of the project where a girl being brutally raped in a local bus lead us to question the harassment cases dominating the commutation sector of the city. We decided to solve the problem by answering the society by hitting the problem at the very grass-root level where women safety was promoted through a business model which provided solutions to the cases taking place in the commutation sector by empowering and uplifting the women community itself from the sections of the society where male dominance was most prominent. When we saw the women feeling safer and happy about their jobs as drivers, we realized the true potential of the project.

**Team**

The team comprises of : 1. Enactus DCAC( a team of 56 student members ) an entity of Enactus India. The team is lead by 7 student board members where all the aspects of the project are taken up as departments(Recruitment, Training, Placements, Planning/Sustainability etc.) of the business model. 2. Faculty Advisers involved in the planning aspect of the project. 3. Business Advisers involved in giving direction and financial support to the project.

Background

**Please confirm how you heard about the Unilever Awards:**

Enactus India

**Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:**

Founder, Student Body President

**Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]**

No Poverty, Zero Hunger, Gender Equality, Affordable and Clean Energy, Decent Work and Economic Growth, Climate Action.

Leadership and the Unilever Awards

**Please provide examples of any previous entrepreneurial initiatives you have pioneered.**

Project Vikap - A business model where we trained 20 women to stitch bags and create a cottage industry which now functions independently and sells under it's own brand name,

**Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?**

Business advisers : KPMG India, Mahindra India , Bluedart India .  
Faculty Advisers from Delhi University.

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