



MAHILA SAARTHI PROGRAM

Sashkt Mahila Samarth Mahila

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The Chamber of Business and Entrepreneur (India) Council is dedicated to fostering business and entrepreneurship in the country. With a varied membership base, they lead initiatives to drive business expansion. Through partnerships with startups, new businesses, and modern entrepreneurs, they aim to bolster small and medium enterprises (SMEs) and entrepreneurship development, striving for a mutually advantageous alliance.



About Mahila Saarthi



Mahila Saarthi, led by the Chamber of Business and Entrepreneur (India) Council (CBEIC), transforms traditional gender roles by creating an environment where women can thrive as driver partners. This challenges societal norms and fosters inclusivity. Through its diverse approach, Mahila Saarthi offers extensive training programs, financial aid, and a supportive network for female drivers. By empowering women with essential skills and resources, Mahila Saarthi not only enhances their economic independence but also plays a crucial role in advancing communities. By providing secure and dependable transportation choices, this initiative contributes to the overall progress and welfare of society.

Mahila Saarthi's vision is to promote gender equality and economic empowerment by granting women equal opportunities in the transportation industry.

Our Vision



Our Mission

Mahila Saarthi empowers women in transportation entrepreneurship, promoting diversity and financial independence through training and resources to establish businesses.



With the Vision Cooperative



**BIKE
DIDI**

Bike Didi represents women trained to ride and operate e-scooters or two-wheelers for first-mile and last-mile connectivity.

Key Highlights:

- Operates in universities, corporate hubs, metro routes, and residential clusters
- Ideal for short-distance rides (1–5 km)
- Quick pick-up, easy navigation in high-traffic areas
- Ensures safe rides for women and young girls
- Provides flexible earning opportunities for women who prefer two-wheeler driving

Impact:

Bike Didis increase women's mobility, reduce dependency on unsafe modes of travel, and provide confidence and convenience for daily commuters.

With the Vision Cooperative



AUTO DIDI

Auto Didi symbolizes women professionally driving E-Auto L5 vehicles, offering safe, clean, and affordable transport options across Delhi.

Key Highlights:

- Trained in defensive driving, customer service, and safety protocols
- Operates at metro stations, market hubs, hospitals, and high-footfall corridors
- Equipped with GPS, panic buttons, and safety sensors
- Suitable for medium-distance urban routes (3–12 km)

Impact:

Auto Didis break traditional gender barriers in the three-wheeler segment and become visible examples of Nari Shakti on the roads, inspiring other women to join mobility entrepreneurship.

With the Vision Cooperative



TAXI DIDI



Taxi Didi refers to women trained to operate E-Cars and four-wheeler taxi services, offering premium, safe, and comfortable rides for women, children, and families.

Key Highlights:

- Operates in app-based mobility platforms
- Offers outstation, corporate, and airport rides
- Specialized in long-distance and full-day assignments
- Equipped with advanced vehicle safety systems
- Highest livelihood potential among the three segments

Impact:

Taxi Didis represent the highest tier of women mobility professionals, contributing to safer travel for passengers while economically empowering women with sustainable earnings.



Objective

Mahila Saarthi is focused on empowering women through safe and inclusive mobility by:

- ****Women Empowerment & Employment**:** Offering job opportunities for women as e-rickshaw and e-bike drivers to promote economic independence.
- ****Safe & Convenient Transportation**:** Addressing transport safety challenges for women, ensuring reliable mobility solutions in urban areas.
- ****Public Transportation Safety**:** Implementing training for female drivers and enforcing safety protocols through background checks.
- ****Gender Equality & Social Inclusion**:** Encouraging women's participation in the transport sector and fostering an inclusive work environment.
- ****Continuous Support & Mentorship**:** Providing guidance and skill development to help women advance in the mobility sector.
- ****Creating an Equitable Society**:** Ensuring equal access to economic opportunities and empowering women for independence.

Impact



Economic Empowerment: Mahila Saarthi provides women with a source of income and economic independence, allowing them to support themselves and their families financially. By becoming drivers for e-rickshaws and e-bikes, women gain access to sustainable livelihoods and the ability to contribute to household incomes.

Gender Equality: Mahila Saarthi promotes gender equality by breaking gender stereotypes and barriers in the traditionally male-dominated field of transportation. By training and employing women as drivers, the initiative challenges societal norms and demonstrates that women are equally capable of performing jobs traditionally held by men.

Safe Transportation: Mahila Saarthi ensures the safety and security of both female passengers and drivers. By providing transportation services specifically for women and employing female drivers, the initiative addresses safety concerns and creates a comfortable and secure environment for women to travel.

Community Development: Mahila Saarthi contributes to the overall development of communities by providing accessible and reliable transportation services. Improved transportation infrastructure enhances connectivity and mobility, facilitating access to essential services, education, healthcare, and employment opportunities for community members.

Social Empowerment: Mahila Saarthi fosters social empowerment by promoting inclusivity and diversity in the transportation sector. By offering employment opportunities to women from diverse backgrounds, the initiative promotes social cohesion and inclusiveness, ultimately strengthening the social fabric of communities.

Why Mahila Saarthi ?



- **Empowering Women:** Mahila Saarthi empowers women by providing them with employment opportunities in the transportation sector, enabling economic independence and self-reliance.
- **Safe and Convenient Travel:** The initiative ensures safe and convenient travel for female passengers by employing female drivers and implementing stringent safety protocols.
- **Gender Equality:** Mahila Saarthi challenges gender stereotypes and promotes gender equality by breaking into the traditionally male-dominated field of transportation.
- **Community Development:** By enhancing transportation infrastructure and connectivity, Mahila Saarthi contributes to the overall development of communities, facilitating access to essential services and opportunities.
- **Environmental Sustainability:** Mahila Saarthi promotes environmental sustainability by advocating for eco-friendly modes of transportation, such as e-rickshaws and e-bikes, reducing carbon emissions and promoting greener cities.
- **Social Impact:** Mahila Saarthi creates a positive social impact by fostering inclusivity, diversity, and social cohesion within communities, ultimately strengthening the social fabric.



Women Empowerment

Economic Independence: By providing employment opportunities as drivers, Mahila Saarthi enables women to achieve economic independence and support themselves and their families.

Skill Development: Through training programs and skill-building initiatives, Mahila Saarthi equips women with the necessary skills and knowledge to excel in the transportation sector, empowering them to pursue meaningful careers.

Breaking Gender Norms: Mahila Saarthi challenges traditional gender norms by encouraging women to enter typically male-dominated fields, thereby breaking barriers and promoting gender equality.

Safe Travel Options: Mahila Saarthi ensures the safety and security of female passengers by providing them with trusted, female-driven transportation services, allowing women to travel with confidence and peace of mind.

Social Empowerment: By promoting women's participation in the workforce and providing them with opportunities for social and economic advancement, Mahila Saarthi contributes to the overall empowerment of women in society.

Safety Features



Technical Modifications for Enhanced Security in Mahila Saarthi Vehicles:

To ensure the safety and security of women passengers and drivers, the following technical modifications will be incorporated into the vehicles used in the Mahila Saarthi project:

1. GPS Tracking System

- Real-time tracking for live location updates.
- Integrated with a centralized monitoring system for immediate response in case of emergencies.

2. Panic Button (SOS System)

- Strategically placed buttons in both the passenger and driver areas.
- Alerts a 24/7 control room and shares live location with emergency responders when activated.

3. Surveillance Cameras

- High-definition cameras installed inside the vehicle for real-time monitoring.
- Footage stored in a secure cloud-based system to ensure privacy and provide evidence in case of incidents.

4. Audio Alert System

- Automated voice announcements for safety tips and emergency instructions.
- Alerts triggered for sudden stops or unauthorized route deviations.

Safety Features



- **Smart Door Locking System**
 - Remote-controlled locks that can be overridden from the control room in emergencies.
 - Doors automatically lock when the vehicle is in motion and unlock upon halting safely.
- **Two-Way Communication System**
 - Integrated intercom system connecting the driver to the central control room for immediate assistance.
 - Enabled through a mobile app for seamless communication.
- **Geo-Fencing**
 - Vehicles restricted to operate within predefined safe zones.
 - Alerts generated for unauthorized travel beyond the designated boundaries.
- **Speed Governors**
 - Limits vehicle speed to ensure adherence to safety norms.
 - Prevents overspeeding, reducing accident risks.
- **Mobile App Integration**
 - Passenger app includes an SOS button for additional safety.
 - Real-time trip sharing option for passengers with family or friends.

Benefits of Mahila Saarthi for Ride Partner



- **Safety and Well-being:** Each driver receives a helmet, health kit, and first aid kit box, ensuring their safety and well-being on the road
- **Stable Income:** Mahila Saarthi provides women with a stable income, enabling them to support themselves and their families financially.
- **Flexible Work Hours:** Ride partners enjoy flexible work hours, allowing them to balance work and personal responsibilities effectively.
- **Safe Working Environment:** The platform ensures a safe working environment by allowing female partners to exclusively serve female passengers, eliminating discomfort associated with male passengers.
- **Empowerment and Training:** Through comprehensive training and support programs, Mahila Saarthi fosters assertiveness in traditionally male-dominated spaces, empowering female ride partners.

Before Mahila Saarthi in Terms of Women Safety



- **Limited Mobility:**

- Women often avoided traveling alone, especially during late hours, due to fear of harassment and violence in public spaces.
- Access to essential services and employment opportunities was restricted, particularly in remote and underserved areas.

- **Lack of Safe Transportation:**

- Public transportation options were often unreliable and unsafe, with incidents of harassment and assault being common.
- Women had limited access to female-only transportation services, leaving them vulnerable to unsafe situations.

- **High Crime Rates:**

- Incidents of violence against women in public spaces were prevalent, contributing to a general sense of insecurity and fear.
- Law enforcement struggled to provide timely intervention, with limited resources to monitor and respond to incidents in real-time.

- **Economic Disempowerment:**

- Women's participation in the workforce was limited due to concerns about safety during their commute.
- Lack of economic opportunities in the transportation sector for women drivers, leading to gender disparities in employment.

After Mahila Saarthi in Terms of Women Safety



- **Enhanced Mobility:**
 - Women now have access to a dedicated transportation service that prioritizes their safety, allowing them to travel confidently at any time.
 - Increased mobility has led to greater access to essential services, employment, and educational opportunities, especially in rural and remote areas.
- **Safe and Reliable Transportation:**
 - The introduction of women-driven ride-sharing services has significantly reduced the risk of harassment and violence in public transportation.
 - The availability of a mobile app with GPS tracking, emergency alerts, and secure payment options ensures a safe and convenient travel experience.
- **Reduction in Crime Rates:**
 - A noticeable decline in incidents of violence against women in public spaces, thanks to the proactive measures and real-time monitoring introduced by Mahila Saarthi.
 - Collaboration with law enforcement agencies has improved response times and the effectiveness of interventions, creating a safer environment for women.
- **Economic Empowerment:**
 - The project has created numerous employment opportunities for women as drivers, contributing to their economic independence and empowerment.
 - Women's increased participation in the transportation sector has challenged traditional gender roles and paved the way for greater gender equality in the workforce.

Basic Requirements for Becoming an Mahila Saarthi Partner

- Vehicle: Prospective Mahila Saarthi partner must possess their E-Scooty/E-Auto/EV Car initially.
- Driving License (DL): Valid driving license is mandatory.
- Knowledge of Local traffic rules and regulations.
- Fulfillment of KYC requirements for authentication.



Training Content



- **Traffic Rules:** Our training program covers essential driving skills, including vehicle operation, traffic rules, and safe driving practices.
- **Communication Skills:** Our training includes modules on communication techniques, customer interaction, and handling various scenarios to ensure that MS drivers can communicate confidently and professionally with passengers.
- **Self-Defense Training:** This training instills confidence and empowers our drivers to handle any potential risks effectively.
- **Self-Defense Kit:** A compact self-defense kit designed for women's empowerment. Featuring pepper spray, personal alarm, and educational resources, it equips women with tools and confidence to stay safe in any situation.

Role of the WECD

Nodal Support Department for Women Safety & Empowerment under Mahila Saarthi



1. Identification & Mobilization of Women Beneficiaries

- Support district-level mobilization through Anganwadi networks, SHGs, and community workers.
- Prioritize vulnerable, unemployed, and eligible women for onboarding.

2. Facilitation Under Nirbhaya Fund Framework

- Align the Mahila Saarthi initiative with women safety schemes.
- Support approvals, fund eligibility, and compliance under WECD guidelines.

3. Convergence with Women Safety Ecosystem

- Coordinate with Delhi Police, Transport, Tourism, and Urban Local Bodies.
- Enable safe pickup points, lighting, CCTV coverage, and women-centric zones.

4. Social Security & Support Services

- Facilitate access to government programs such as:
 - Women Helpline 181
 - Shelter & Support Centers
 - Counselling and grievance redressal
 - Social protection schemes

Role of the WECD

5. Monitoring & Impact Evaluation

- Review progress reports submitted by CBEIC.
- Conduct joint field visits and assessments of women drivers' well-being and income progression.

6. Awareness & Sensitization Initiatives

- Promote gender sensitization among commuters and civic stakeholders.
- Support media outreach and state-level campaigns on women-led mobility.

7. Policy Facilitation & Institutional Support

- Recommend policies for women driver licensing, insurance, and safety.
- Advocate for scaling the model across districts and state programs.



Role of Transport Department



Regulatory Oversight and Compliance:

- **Licensing and Registration:** The Transport Department is responsible for ensuring that all vehicles used in the Mahila Saarthi project are properly licensed and registered according to government regulations. This includes verifying the compliance of e-scooters, e-autos, and other vehicles with safety and environmental standards.
- **Driver Certification:** The department oversees the certification process for women drivers participating in the project, ensuring they meet the required legal and safety standards. This includes background checks, driver's license verification, and ongoing compliance with driving regulations.

2. Vehicle Procurement and Allocation:

- **Fleet Approval:** The Transport Department collaborates with project partners to approve the types of vehicles used in the project, focusing on safety, efficiency, and sustainability. This includes selecting and approving electric vehicles (e-scooters and e-autos) that align with the project's environmental and operational goals.
- **Vehicle Allocation:** The department plays a role in the equitable allocation of vehicles across different regions, ensuring that all areas, especially those with high demand for women-centric transportation, are adequately served.

3. Infrastructure Development Support:

- **Safe Pickup and Drop-off Points:** The Transport Department is involved in identifying and developing safe pickup and drop-off points for Mahila Saarthi vehicles. These locations are strategically chosen to ensure the safety and convenience of women passengers.
- **Charging Infrastructure:** The department facilitates the development of necessary infrastructure, such as charging stations for electric vehicles, in collaboration with local authorities and private partners, ensuring the smooth operation of the project's fleet.

4. Policy Support and Advocacy:

- **Policy Formulation:** The Transport Department plays a crucial role in formulating and advocating for policies that support the Mahila Saarthi project. This includes policies related to women's safety in transportation, subsidies for electric vehicles, and incentives for women drivers.

Role of Transport Department



- **Legislative Advocacy:** The department works with government bodies to advocate for legislative changes or the introduction of new regulations that promote the objectives of the Mahila Saarthi project.

5. Traffic Management and Safety Monitoring:

- **Traffic Coordination:** The Transport Department coordinates with local traffic authorities to ensure the smooth flow of Mahila Saarthi vehicles on the roads, especially during peak hours. This includes implementing traffic management strategies that prioritize the safety of women drivers and passengers.
- **Safety Monitoring:** The department monitors road safety standards and works to prevent accidents involving Mahila Saarthi vehicles. This includes implementing measures such as regular vehicle inspections, speed monitoring, and adherence to traffic laws.

6. Data Collection and Analysis:

- **Transportation Data:** The Transport Department collects and analyzes data related to the Mahila Saarthi project, including vehicle usage patterns, accident rates, and customer satisfaction. This data is used to assess the project's impact and identify areas for improvement.
- **Impact Assessment:** The department contributes to the evaluation of the project's impact on women's safety and mobility, providing valuable insights that inform future project development and policy-making.

7. Public Awareness and Engagement:

- **Public Awareness Campaigns:** The Transport Department supports public awareness campaigns that promote the Mahila Saarthi project, emphasizing its benefits for women's safety and empowerment. These campaigns aim to increase public acceptance and usage of the service.
- **Community Engagement:** The department engages with local communities to gather feedback and address concerns related to the project, ensuring that it meets the needs and expectations of the target population.

Role of the Chamber of Business and Entrepreneur Council (CBEIC) in the Mahila Saarthi Project



1. Strategic Partnership and Advisory Support:

- **Strategic Collaboration:** CBEIC acts as a strategic partner in the Mahila Saarthi project, bringing together business leaders, entrepreneurs, and industry experts to provide insights and guidance on project implementation.
- **Advisory Role:** The council offers advisory support on key decisions, including vehicle procurement, technology integration, and the scaling of the project to ensure sustainability and impact.

2. Facilitating Public-Private Partnerships:

- **Mobilizing Private Sector Participation:** CBEIC plays a crucial role in forging public-private partnerships by connecting the project with private companies and investors. This involvement helps attract investments and resources that enhance the project's reach and effectiveness.
- **Leveraging Industry Expertise:** The council leverages its network within the business community to bring in industry expertise, particularly in areas such as logistics, technology, and operations, which are critical to the success of the Mahila Saarthi project.

3. Resource Mobilization and Fundraising:

- **Attracting Investments:** CBEIC leads efforts to attract investments from the private sector, corporate social responsibility (CSR) funds, and other philanthropic sources to support the project's financial needs.
- **Funding Proposals:** The council assists in crafting and presenting funding proposals to potential investors and stakeholders, ensuring that the project receives adequate financial backing.

4. Capacity Building and Training:

- **Entrepreneurial Training for Women:** CBEIC facilitates training programs aimed at empowering women drivers and entrepreneurs involved in the Mahila Saarthi project. These programs cover essential skills such as business management, financial literacy, and customer service.
- **Workshops and Seminars:** The council organizes workshops and seminars for project stakeholders, sharing best practices and innovative approaches to enhance project outcomes.

Role of the Chamber of Business and Entrepreneur (India) Council (CBEIC) in the Mahila Saarthi Project



5. Technology and Innovation Support:

- Promoting Technological Innovation: CBEIC collaborates with tech companies to integrate cutting-edge technology into the Mahila Saarthi project. This includes developing mobile apps, GPS tracking systems, and payment gateways to enhance safety and operational efficiency.
- Driving Innovation: The council encourages innovation in service delivery, exploring new business models and technologies that can be incorporated into the project to improve the experience for both drivers and passengers.

6. Advocacy and Public Awareness:

- Championing the Project: CBEIC advocates for the Mahila Saarthi project within the business community, government circles, and the general public, highlighting its significance in promoting women's safety and economic empowerment.
- Public Awareness Campaigns: The council plays an active role in designing and executing public awareness campaigns that emphasize the importance of women-centric transportation services and encourage wider community support.

7. Monitoring, Evaluation, and Reporting:

- Project Monitoring: CBEIC collaborates with other stakeholders to monitor the project's progress, ensuring that all components are on track and delivering the desired impact.
- Evaluation and Reporting: The council contributes to the evaluation process by providing insights and feedback on project performance, and assists in preparing reports that showcase the project's success and areas for improvement

The Role of a Location Partner

Area Management: A location partner is responsible for managing a specific geographic area or district assigned to them within the Mahila Saarthi program. They oversee all operations and activities related to the program within their designated area.



Driver Recruitment and Deployment: One of the primary responsibilities of a location partner is to recruit and deploy Mahila Saarthi drivers within their area. This involves identifying potential candidates, conducting recruitment drives, and selecting qualified individuals to join the program as drivers.

Training and Onboarding: They are responsible for ensuring that recruited drivers receive the necessary training and onboarding to familiarize them with the program's objectives, policies, and procedures. This includes organizing training sessions, providing informational materials, and facilitating orientation programs for new drivers.

Fleet Management: The location partner oversees the management and maintenance of the fleet of vehicles assigned to their area. This includes coordinating vehicle inspections, scheduling maintenance activities, and ensuring that all vehicles are in optimal condition for operation.



Customer Service: They are tasked with addressing any customer inquiries, complaints, or issues related to Mahila Saarthi services within their area. This involves providing timely and effective assistance to passengers, resolving disputes, and maintaining high levels of customer satisfaction.

Reporting and Monitoring: A location partner is responsible for monitoring and reporting on the performance and progress of Mahila Saarthi operations within their area. This includes collecting data on key metrics such as driver performance, vehicle utilization, and customer satisfaction, and providing regular updates to program management.

Partner in Central



Partner in State





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TRACKING DASHBOARD



The image displays six screenshots of the Mahila Saarthi tracking dashboard, illustrating its various features:

- Login Screen:** Shows a logo for "Mahila Saarthi" and a "Lock your account" button.
- Dashboard:** Features four circular metrics: Total Inventory (1), Inventory (0), Odometer (1), and Driver (2). It also shows a pink camera icon and a blue circle with the number 3 and the text "MC202L".
- Vehicle Feed:** Shows a live feed of a vehicle's interior and exterior, with a timestamp of 24.06.2022 10:10:22.
- Map View:** A satellite map showing the locations of various vehicles, with a sidebar listing vehicle details.
- Map View (Detailed):** A detailed satellite map of a specific area, showing vehicle locations and a sidebar with vehicle details.
- Driver Details:** A table listing driver information, including Driver Name, Model, Activation Date, Deactivation Date, and Status.



SAFETY KIT & INSTRUMENTS



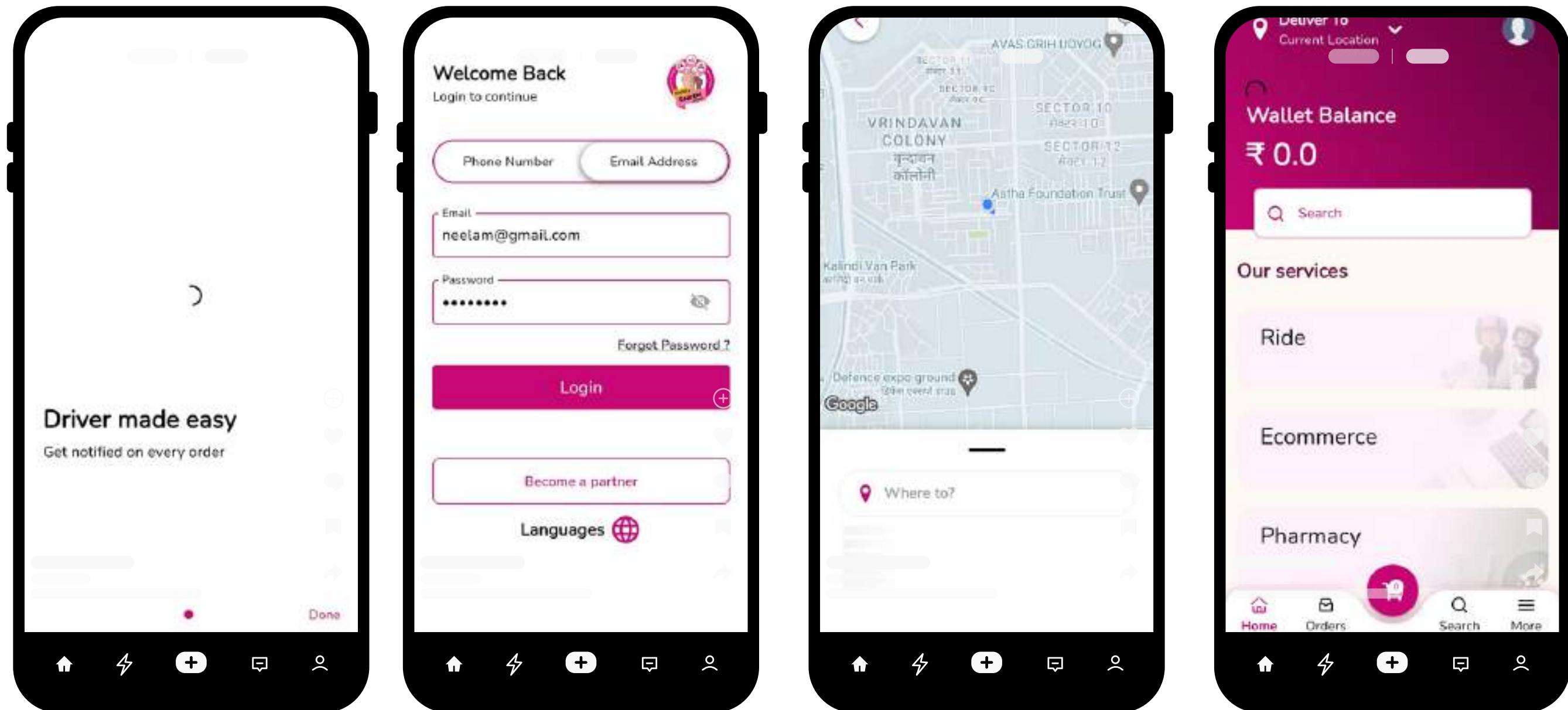
VEHICLE



HELMET



APP



DIGITAL CLOUD DISPLAY



CHARGING STATION



PICKUP CENTERS



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JOIN THE MOVEMENT

By joining Mahila Saarthi, female drivers become part of a community dedicated to empowering women through entrepreneurship and safe transportation. Together, we can create positive change and foster economic independence for women across India. Join us today and be a part of this transformative initiative!

