



Azad Foundation

**WE HAVE
RESUMED
OUR
SERVICES
WITH FULL
COVID
PROTECTION
AND SAFETY**



The WHEELS OF CHANGE MOVE even as the WORLD STANDS STILL

Presentation by Azad Foundation and Sakha Consulting Wings



#2020WTACONFERENCE

Presenter Bio

Amrita Gupta is a Social Science Researcher with over ten years of experience in Research. She is proficient in both qualitative and quantitative research with extensive experience using ethnography, focus group discussions, in-depth and key informant interviews and analytical tools like SPSS, ATLAS Ti. Areas of specialization include gender and vulnerable communities, women and young people's health across different regions in India. Amrita is the Program Director, Research Advocacy and Communications at Azad.



Paridhi P Yadav is a development practitioner with a Masters' of Arts in Social Work. She holds over five years of experience in Research and Community Engagement. She has worked extensively with rural and urban communities across five states of India in the area of Governance, Public Health and Sanitation with Gender and disability as cross cutting themes. Paridhi is the Program Manager, Research Advocacy and Communications at Azad



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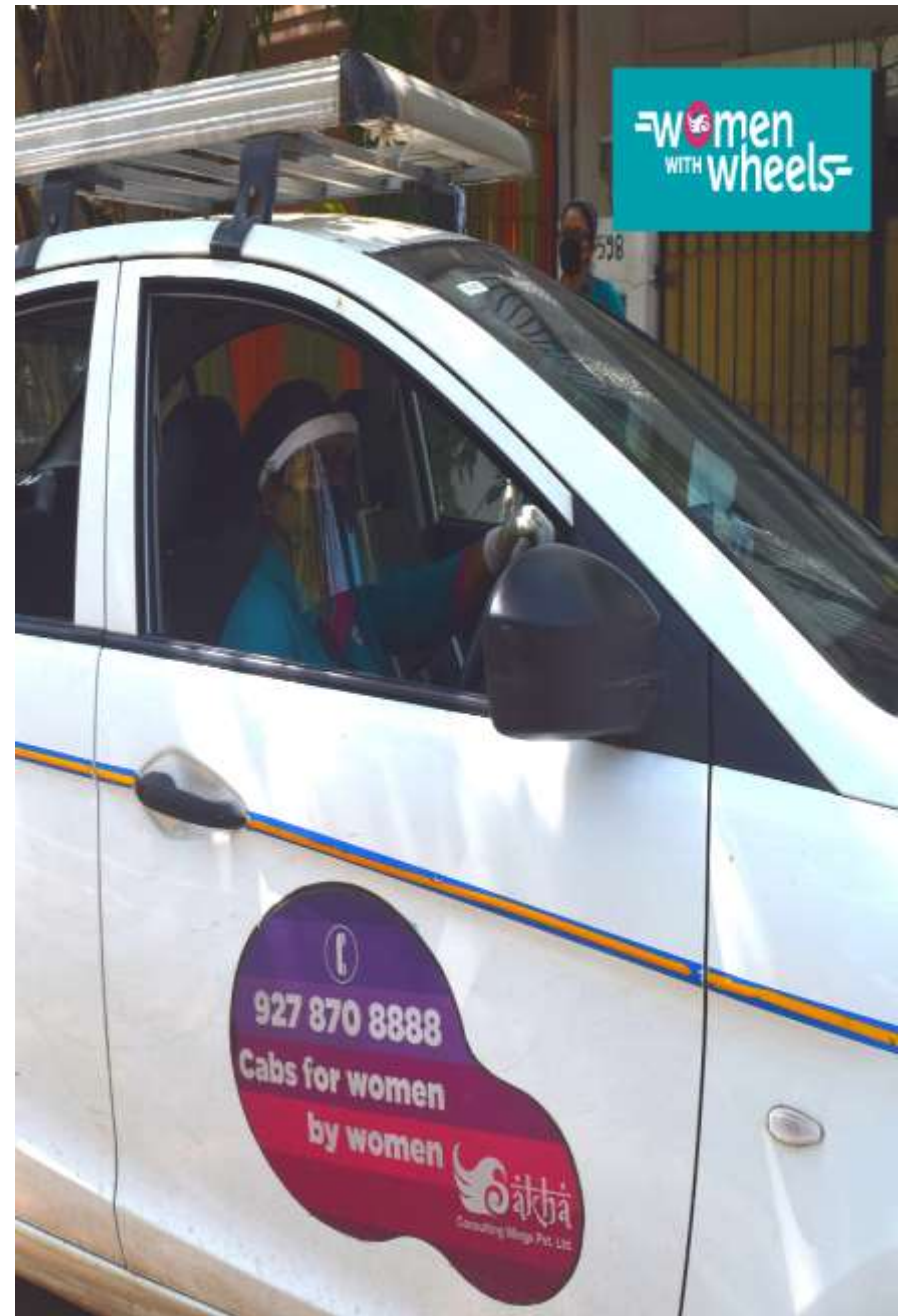
Women with Wheels

Azad foundation is a professional feminist organization working since 2008, to enable resource poor women to earn a “livelihood with dignity” by engaging them in non- traditional livelihood (NTL) options

Azad trains resource poor women to become Professional Chauffer's under it's flagship program “Women with Wheels”

Sakha Consulting is a for profit social enterprise that aims to create sustainable livelihoods with dignity for resource poor women in transport sector to create a safe and equal world for all women.

Azad-Sakha work across five cities in India





CONTEXT

Globally, as per the World Travel and Tourism Council, COVID-19 pandemic could cut 50 million jobs in the Travel & Tourism industry

Tourism sector in India contributes 10% to the GDP, 12.5% of the total jobs. The sector estimated a loss of INR 5 trillion

Sakha, therefore is deeply impacted – a tourism based small enterprise.

70% of Sakha's customer base was from International tourism with 445 commercial and private women drivers on roll



FLONE
INITIATIVE

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Relief and Resilience



Community Support

Engaged 445 chauffeurs in actively mapping their communities to identify vulnerable families using a mobile based application

Drivers led the relief efforts towards food security, social security, gender based violence and medical emergencies

Together, they reached out to over 31,000 households in five cities of India



Online Learning

Supported 445 drivers to enroll for refresher e-classes on English speaking, Professionalism, Customer Orientation etc. using digital learning and conducted online surveys

COVID proof cabs

Ensured all cabs are sanitized, isolators installed, health advisories put up for travelers and all 445 chauffeurs with PPE

**NOW YOU CAN BOOK A SAKHA CAB
OUR CABS ARE FULLY COVID
COMPLIANT**

BOOK A CAB NOW

Customer Communication

Adapted to digital marketing to ensure Sakha is able to continuously inform, update and engage with its customer base

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Pathways to Recovery

12,000 families in the communities of women drivers supported through the pandemic to protect themselves

Formed linkages with E-commerce industry to ensure Sakha drivers can retain their jobs. **48 drivers have been placed with E-commerce** giants like Big basket and Flipkart who continued services during the lockdown

To further employment opportunities in the e-commerce industry we started training of women in two wheeler driving under our flagship “Women with Wheels” program. At present **73** who are employable (obtained their Permanent License) have completed or are undertaking this training

