

## Women in the driving seat

**Speakers: Pushpa, Pink City Rickshaw Co. Driver and Tour Guide; Kishore Mahawar, Pushpa's husband; other driver**

**[Pushpa]** You should always remember three things while driving a rickshaw. First, accelerator. Second, brake. Third, traffic rules.

**[Pushpa]** My family was not in favour of my job. They thought it was meant for men, not women.

**[Kishore Mahawar]** At the beginning, I wondered how she'd be able to do this. I thought, "She can't ride a bicycle. How will she drive a rickshaw?"

**[Pushpa]** Then I told myself, "Now I like the job, I will do it."

**[Text on screen]** The Pink City Rickshaw Co. is a social enterprise in Jaipur, owned and run by women. HSBC India helped set up the company to provide employment opportunities for low-income women. This is part of our wider commitment to develop future skills.

**[Pushpa]** People from different countries come to Jaipur and we take them around the city. I feel really good talking to them. Tourists feel good that it's a woman driving the rickshaw and they are always satisfied with our service.

Insert the key. Insert the key. Unlock the brake. If the road is empty, we can speed up. Now we have to indicate.

I am a driver myself and I train other women to become drivers. I have bought shares in and become a partner at the company. Since I started working, earnings have increased, and my household income has increased as well.

**[Other driver]** Women should earn well. I wish for this. Women should progress.

**[Pushpa]** We can help our husbands and provide good things for our children. I'm self-reliant. My confidence has been boosted. I can also communicate well with other people now. Before, I didn't know anything. I didn't even know the people who live in our back lane.

**[Kishore Mahawar]** Now she knows about the hotels, markets...  
...how to talk to people and manage situations. Everything has changed.

**[Text on screen]** One hundred and seventeen women have been trained as rickshaw drivers since 2016. Forty-four have become shareholders.

**[Pushpa]** How are you feeling?

**[Other driver]** Very nice.

**[Pushpa]** Good!