

MOWO NEWSLETTER ISSUE 2: APRIL 2021

WHEELS OF CHANGE



MOWO - Moving Women has been hailed a revolutionary initiative - empowering women to be self-reliant & independent by aiding them with 2 & 3 wheeler training & consequentially, offering related livelihood opportunities.

FOUNDER'S MESSAGE

WHEELS OF CHANGE: EMPOWERING WOMEN THROUGH MOBILITY.



I see the world around me changing radically; but I also see the women lagging behind due to societal and/ or self-imposed restrictions. Mostly because they are unable to freely venture out and earn a livelihood on their own terms.

I have been riding for years now and it's been a liberating, enriching & empowering experience. It's changed my world-view, given my enormous confidence and strength. It's also fuelled my resolve to do something for the women around me.

I encountered the sub-par & highly unequal social disposition of women first hand during my motorcycle expeditions.

As a free-willed, independent woman I understood the power that mobility can lend women. Two years ago, I took up the cause of empowering women through the same tool that has empowered me - mobility.

We have had a few challenges along the way, but the wheels of change have started to turn and we are riding strong.

The ongoing pandemic has given us opportunities to be a part of the social enterprise ecosystem, thus helping us receive our first grants.

A handwritten signature in black ink, appearing to read 'Jai Bharathi'.

Jai Bharathi
Founder, MOWO

MILESTONES ON OUR JOURNEY

MOVING WOMEN MOVING AHEAD

28-02-2019 - Incorporated as a Section 8 (not for profit) organisation

Launched official website & social media channels

Signed MOU's with several public and private sector organisations for imparting training programs

Empowered 10,000 + girls/women through outreach activities

Trained 1500+ girls/women in riding two wheelers

MOWO raised funds through different campaigns and forged new partnerships:

Visa I Fund Women
Received grant

THE NUDGE FOUNDATION
6 months incubation with grant

UNWTO Startup Competition under SDG 5 - Gender Equality
Shortlisted in top 60 Social Enterprises from 10,000+ global entries

GrowthX We Sprint
3 month incubator program to accelerate our growth.

TiE Women's Cohort

Tata Social Enterprise Challenge
Regional Finalist

Telangana Social Impact Bootcamp as a part of Telangana Social Innovation Cell



COLLABORATIONS

JOINING HANDS JOINING FORCES



ROYAL ENFIELD

2-DAY TRAIN THE TRAINER PROGRAM, to enhance the skills of existing MOWO trainers. Accessibility to Royal Enfield motorcycles for our exclusive Royal Enfield motorcycle training sessions for 150 young girls from Telangana Social & Tribal Welfare Residential Colleges.



DISTRICT COLLECTORATE NARAYANPET

LAUNCHED OUR FIRST RURAL HUB - 'NAARIS OF NARAYANPET' to impart 2/3 wheeler training for the girls/women in Narayanpet District in collaboration with the District Collector Smt Hari Chandana, IAS.



HERO MOTO CORP

COLLABORATED WITH HERO MOTO CORP, HYDERABAD to impart free two wheelers trainings at their two wheeler training campus in Begumpet.



ABHAYA FOUNDATION

JOINED HANDS WITH ABHAYA FOUNDATION to train women under their skill training programs, from Rasoolpura neighbourhood, in riding two wheelers.



FREE W MALAYSIA

MEET THE WOMEN OF INDIA ON 2 WHEELS - Malaysian based Women led motorcycle touring company to discover the heritage of Telangana, gain deeper understanding of the culture and contribute to local organisations.

TRAINING SESSIONS

GIVING WINGS TO THEIR DREAMS

GOVERNMENT & SOCIAL WELFARE DEGREE COLLEGES



Started training sessions for young girls at 3 locations.

30 girls have begun to start learning to ride Royal Enfield motorcycles.

Completed training sessions for 250+ girls in riding two wheelers.

GHMC SELF HELP GROUPS



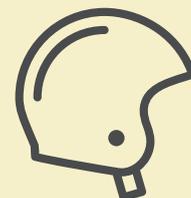
2019-2020: Training sessions have been conducted in GHMC West zone Lingampally, Raidurgam & Gopanpally areas and over 100 women are now mobile with valid drivers licenses.

2020-2021: Continued our training programs at Gopanapally, Hyderabad.

NAARIS OF NARAYANPET



Started our first rural hub in Narayanpet under 'Naaris of Narayanpet' program, where 300 girls/women have registered for 2/3 wheeler training programs. Close to 200 of them have successfully completed the training program.



All our students are encouraged to learn safe riding practices on two wheelers for personal commute & the importance of owning a valid drivers license as responsible citizens.



FORGING AHEAD

LEARNINGS & GROWTH ACHIEVEMENTS & RECOGNITION

GROWTHX
WE SPRINT

01

Selected as part of 15 member cohort - GrowthX We Sprint by Startup Reseau for a 3 months virtual accelerator program.

Selected as a part of TiE Women Bootcamp and made it to regional finale.

02



THE/NUDGE

03

Selected by The Nudge Foundation for a 6 month incubation program and received a 15 lakh grant.

Regional finalists of the Tata Social Enterprise Challenge.

04



TELANGANA STATE
INNOVATION CELL

05

Selected as part of the Social Impact bootcamp by the Telangana Social Innovation Cell.

Received grant from Visa I Fund Women program

06



» 28 «
COUNTRIES
» 60 «
FINALISTS



07

Top 60 Finalists of the UNWTO SDGs Global Startup Competition with 10,000+ global participation.

JOIN MOWO

TEACH, REACH, SUPPORT BE A CHANGEMAKER.



Instagram profile for **chameli_nadella**. The profile shows 275 posts, 55.6k followers, and 611 following. The bio includes: Chameli Nadella, Personal Blog, Ridergirl ❤️, YouTube- Chameli Nadella (100k+ subscribers), Rode Kanyakumari to Ladakh ❤️, Creating a life, I love ❤️, youtu.be/9xLV30wBMig, Followed by ashishghanathe, bikerniyyderabad and 29 others. Action buttons for Following, Message, and Email are visible. A row of profile pictures for YouTube, Kanyakuma..., MOWO, Uttarakhand, and Travel di is shown at the bottom.



TEACH

Can ride a two/ three wheeler vehicle & have a valid driver's license? Join us as an Instructor or Instructor's Assistant. You will not only get paid well for your time and efforts, but you also become a change agent for social transformation. Every woman that you empower is sure to stay your lifelong fan, for it is 'you' who would have improved the quality of her life with a gift like none other – mobility & freedom.

REACH: BECOME AN AMBASSADOR

If our mission has moved you, and you would like to help spread the word among your network, you can do so as an Ambassador with MOWO. By encouraging women who come in your contact and supporting a group of 20 or more such women to reach us, you act as a powerful bridge and a purposeful voice for the cause that MOWO stands for.

SUPPORT: BECOME A VOLUNTEER

Contribute your time as a Volunteer at MOWO's two/three wheeler training academy not just as trainers but also support us in our various on & off ground activities.





THANK YOU FOR SUPPORTING US

MANY MILES, MANY SMILES, YOU HAVE FUELLED SO MANY DREAMS

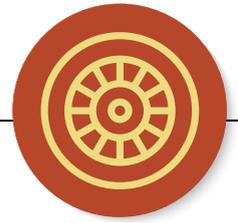


While the onslaught of the COVID-19 pandemic severely affected funding for many not for profit organisations, we could continue doing our work with the grants from The Nudge Foundation & Visa IFundWomen.

Many other individual donors helped us with their contributions with which we could continue to pay salaries to our staff and run the training camps.

Our gratitude to each of our donors for supporting us during these tough times that let us continue on our mission.

SUPPORT MOWO



SUPPORT US AND BE THE WHEELS OF CHANGE



Women Safety and Empowerment are the central theme of initiatives taken at MOWO, and we envision growing our presence and enabling a social transformation that make women an inclusive part of our social fabric.

If you connect with our cause do support us.

DONATE FUNDS

We thrive on contributions from the relatively empowered sections of society who deeply connect with the cause of women empowerment. While we are applying for some longterm funding options, a contribution of Rs. 2000 & multiples can help many girls / women discover their freedom, make them responsible road users and also access multiple sources of livelihood thereby empowering her for a lifetime.

MOWO SOCIAL INITIATIVES FOUNDATION
IDFC FIRST BANK GACHIBOWLI HYDERABAD
A/C NO 10059689054
IFSC CODE - IDFB0080205



DONATE VEHICLES

Your first two-wheeler vehicle which is probably one of the most beautiful memories from your past, could now become a powerful tool to help many women find a means of empowerment and livelihood. By donating this beautiful piece of your past, you choose to secure the future of a woman, of her basic right to freedom and the opportunity to explore.

REACH OUT TO US IF YOU WOULD LIKE TO DONATE A VEHICLE.

MEDICAL CAMP

HEALTH IS THE BIGGEST WEALTH.



Health has always been a major constraint for women to pick up mobility as a skill. Our esteemed advisor Dr Sai Daayana, spoke to the trainees at the rural training camp in Narayanpet to clear myths often associated with women's health especially riding two-wheelers. Women irrespective of their socio-economic backgrounds ignore their health as a priority and Dr Sai emphasised why they should take care of themselves.

THE ROAD SO FAR

...MILES TO GO BEFORE WE SLEEP...



YEAR 1 Anniversary celebrations amidst distinguished guests Smt B. Sumati, IPS, DIG Women Safety Wing Telangana & Dr. Andrew Fleming, British Deputy High Commissioner, Telangana, our trainees and team.



YEAR 2 Anniversary Celebrations with Hon'ble District Collector of Narayanpet Smt Hari Chandana, IAS, District Rural Development Officer Smt Kalindi, our Advisor Dr Sai Daayana, our trainees & team.

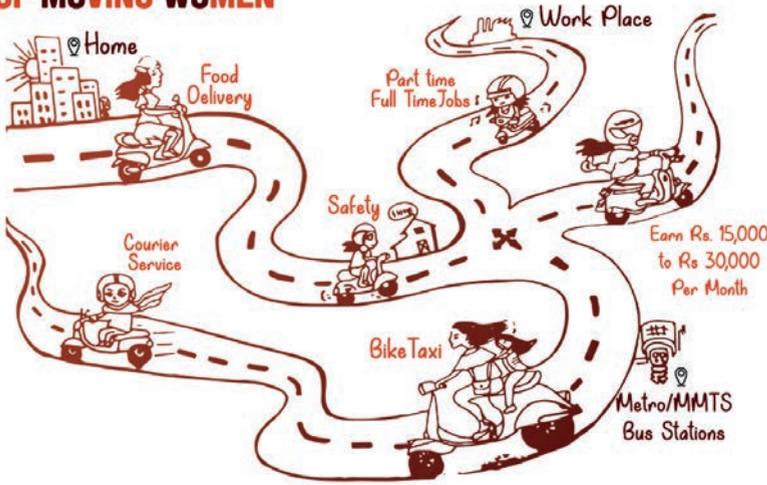
We have completed two years successfully and we are thrilled! MOWO has conducted empowerment sessions and on-ground training programmes, with a small team of trainers and volunteers. We look forward to continuing our training camps both in urban and rural areas.

With the success of our first rural pilot project 'Naari's of Narayanpet', we are planning to train 75-100 women in each district of Telangana in the coming year, besides continuing our ongoing training camps in Hyderabad.

THE LONG ROAD AHEAD

TAKING OUR DREAM AND BREAKING IT DOWN TO MILESTONES

SOCIAL TRANSFORMATION OF MOVING WOMEN



OUR PLANS FOR TOMORROW

- Build a training facility
- Acquire 30 two wheelers for training
- Focus on Electric Vehicles Fund Raising campaigns
- Conduct awareness Sessions
- Encourage more women to take up livelihood opportunities with mobility
- Skill training accreditations: Train 3000 girls/women

MOWO IN THE MEDIA

MOVING WOMEN MAKING WAVES



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Click to connect.

