IMPACT ASSESSMENT REPORT

Naari's of Narayanpet

August 2021
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We are glad to have partnered with Mowo Social Initiatives to launch a unique program that they conceptualised ‘Naaris of Narayanpet’ aimed at empowering women with the new age skill of mobility in the district of Narayanpet, Telangana.

Under ‘Naaris of Narayanpet’ initiative MOWO launched its first rural hub at Narayanpet to impart two and three wheeler training to the girls and women in Narayanpet District. We truly find this unique initiative innovative because equal participation of women in all sectors of employment is one of the most impactful ways to achieve gender equality.

Smt D.Hari Chandhana, IAS
District Collector, Narayanpet
MOWO aims at empowering women by offering two and three-wheeler training. Women who have undergone the training programs are also offered better livelihood opportunities in mobility through collaboration with partner organisations. MOWO liaises with organisations to create more employment opportunities for women in mobility and works on policy advocacy which will eventually lead to more women occupying our roads.

Women's safety and empowerment are central themes of MOWO's initiatives while striving to make women an inclusive part of our social fabric.

MOWO launched its first rural hub at Narayanpet to impart 2/3 wheeler training for the girls/women in Narayanpet District in collaboration with District collector Smt. Hari Chandana, IAS. Through the project ‘Naaris of Narayanpet’, MOWO has trained around 200 women with two-wheeler driving skills.

The primary objective of this report is to understand the impact of this training program on women. Key interventions include the two-wheeler training and the subsequent counselling and motivation sessions.

The intervention had personal, social, and political impact on the women participants. While Narayanpet consists of rural and semi-urban spaces, overcoming the fear of driving and being able to outgrow the cultural stigma of women driving vehicles is the major impact of the intervention.
Women face tremendous cultural and social barriers in entering and surviving in traditionally male-dominated fields. An increase in the women’s workforce is seen only in spaces where there is support for coping with the larger social and economic constraints. The limited number of capacity-building facilities offered to women in rural and urban spaces focus on the stereotypically female occupations such as tailoring, beautician services, and embroidery.

Adding to this disadvantage, women in the rural spaces often have to bear the brunt of the societal stigma associated with women stepping out to learn motor driving. To help address this issue, MOWO organisation as part of its rural pilot project ‘Naaris of Narayanpet’ has trained 200 women in the Narayanpet district with two wheeler driving skills.

The training period is typically four weeks long. The program starts with motivational workshops which focus on inspiring women to realise their innate ability to be confident and fearless by deconstructing socially-defined gender roles that made independent mobility inaccessible to women. Under technical training during the first week, women are introduced to the concept and importance of road safety. Following that women are assisted in applying for the learners licence. Upon receiving the licence, the basics of driving are taught by women instructors in a controlled environment. Before training concludes, women are also taught about the personal safety parameters while working in the mobility sector.
MOWO aims towards creating safer spaces for women in the mobility sector which contributes to overall sustainable development goals. Below is a brief summary of SDGs and their alignment towards MOWO’s overall mission and vision.

01. SDG 5 - Gender Equality

Through this project, access to mobility, which is a major challenge for the women from the rural areas, we opened up opportunities right from motor skills to extending it as an additional skill to the new age livelihood opportunities in the mobility sector. This led to quantitative impact in the mobility sector which until earlier was a sector dominated by men in the district.

02. SDG 8 - Inclusive Economic Growth

Mobility as a skill gave wings to the women in the rural district to increase their productivity through their existing livelihood activities, with a visible increase in the earnings. Our programs helped the women see the newer livelihood opportunities in the mobility sector which otherwise was never considered as decent work profile for women in the rural areas.

03. SDG 10 - Reduced Inequalities

Mobility as a skill remained a distant dream for many women from the lower income groups especially in the rural areas. Through this rural project, we could make mobility accessible to women from all stratas of the society there by reducing the inequalities.
### Place of Intervention
Narayanpet District, Telangana.

### OBJECTIVE

To provide an understanding of the impact of the project ‘Naris of Narayanpet’

### Key Indicator | Activity / Project | Data / Outcome
---|---|---
**Personal Development** | • Motivational Sessions  
• Health & Wellness Talks | • Women felt more independent & fearless.  
• Holistic development which encouraged women to occupy public spaces.  
• Prioritise their health & wellness.

**Social and Political Development** | • Curated training batches with a good mix of women from various age groups and social backgrounds.  
• Training few of the women to become trainers & volunteers. | • Allowed women to widen their networks.  
• Locally hired trainers found a new sense of identity in the town.  
• Helped women become more articulate at home.  
• Induced leadership qualities.

**Economic Development** | • Motor trainings to women from SHG’s, SME groups, Teachers, etc  
• Training local women to become motor training instructors | • Helped women to carry out their daily domestic chores that involved travel which allowed women to increase their monthly savings.  
• Increase in the earnings of the women who are a part of SHG & SME groups.
The following chart depicts the impact of the intervention in Narayanpet. The assessment is based on the primary research conducted in the field area.

<table>
<thead>
<tr>
<th>Impact</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved Political Participation</td>
<td>14%</td>
</tr>
<tr>
<td>Economic Development</td>
<td>17%</td>
</tr>
<tr>
<td>Improved Social Recognition</td>
<td>50%</td>
</tr>
<tr>
<td>Improved Communication Skills</td>
<td>85%</td>
</tr>
<tr>
<td>Enhanced Confidence</td>
<td>100%</td>
</tr>
</tbody>
</table>

100% An enhanced sense of Self Confidence
SUMMARY OF GOOD PRACTICES

01. Inclusion of motivation sessions as part of the training curriculum to install a sense of confidence amongst women.

02. Training and hiring local women as assistant trainers.

03. Driving not just as a life skill, but also as a source of livelihood.

04. Detailed and slow-paced training which imparts deeper knowledge of driving and road safety guidelines.
Ashwini, 25 years,
School Teacher

Ashwini lives with a single mother and was dependent on her cousin brothers to commute within the town.

Before the training, Ashwini felt it was impossible to drive a two-wheeler as she was often termed as a person of short stature and everyone discouraged her citing the same reason. Although enthusiastic, she felt extremely scared and demotivated to learn to drive.

After counselling sessions coupled with the meticulous training, Ashwini overcame her fears. She was happy to learn that driving has nothing to do with an individual's height.

An excited Ashwini says, "Now I also taught two-wheeler driving to my cousin sisters, and friends. I now feel a lot more confident to get on to a Scooty and drive around my town without any fear! I can't believe that until a few months back, I was scared to even step out of the house. Thank you, team MoWo!"
Sowbhagya works as a bookkeeper in the local SHG. Her work requires her to travel to many villages every day. It is often difficult to find transport to travel long distances. Due to the low frequency of public transport, she would often end up travelling in autos which were expensive.

Before the training, Sowbhagya could not even ride a bicycle. She had an inherent fear of riding any kind of vehicle. However, within the first few days of training Sowbhagya could quickly pick up driving skills. She is happy that she was able to make a lot of friends, meet people from different backgrounds.

She is now happy that she is able to travel on her own and visit villages around. She says, 'I am extremely happy that I am able to contribute towards local governance with increased efficiency. There are many more Asha workers and SHG members who need encouragement and training. This will positively impact the political participation of women.'
An enthusiastic girl looking out for livelihood opportunities lives with her parents in Narayanpet. As a B. Pharmacy graduate, she always thought that securing a job in a pharma company would probably be the only livelihood opportunity she could aim for.

After the completion of two-wheeler training, Nandini went ahead and learnt to be an instructor herself. She realised that teaching fellow women to drive could be one of the most rewarding and satisfying livelihood opportunities.

"For the first time in my life, I have realised that there are different livelihood opportunities out there. It’s extremely gratifying to see women feel empowered when they pick up driving skills. Now, people recognise me as someone who does meaningful work and I don’t think I can ask for more. Eagerly looking forward to more opportunities. I heartfully thank team MoWo for this opportunity!"
Amrita, 32 years, Tailor

A tailor by profession, Amrita had to juggle between her household work and her tailoring shop.

Before training, owing to extreme fear of driving, Amrita had to frequently walk back and forth from her home to the shop. Often, Amrita couldn’t reach the shop on time and missed out on several business opportunities.

Amrita after having learnt the basics of two-wheeler driving, managed to learn how to drive a motorbike on her own. Subsequently, she also learnt to drive an auto-rickshaw.

A gleeful Amrita says, “I am forever thankful to team MoWo that am able to overcome my fears and become independent. I now drive my husband’s auto whenever I have to shuttle between my home and the shop. I no longer have to keep my customers waiting! My business is thriving. Learning driving skills has changed my life in so many ways!”
CONCLUSION

Through the project Naaris of Narayanpet, MOWO has trained around 200 women with two wheeler driving skills. Given the impact of this project, MOWO plans to scale up the intervention to other districts of Telangana and envisions to further scale it up to other states of the country.

**Improved Self-Confidence**

- Women are often dependant on the men of the house to learn to drive often leading to a discouraging atmosphere and many women tend to feel demotivated, under-confident.
- Whereas, when professional female trainers taught driving, women tend to pick up skills quickly with enhanced confidence.

**Social Development**

- This allowed the women to widen their networks.
- All the women trainees have experienced an enhanced sense of social recognition

**Livelihood Opportunities**

- Driving can be considered not just as a life skill, but also as a source of livelihood.
- Ease in terms of mobility helped women to look for newer livelihood opportunities and encouraged them to take up day jobs.
Below, is the list of names of committed stakeholders who contributed to the project ‘Naaris of Narayanpet’:

- Smt Hari Chandana, IAS, Collector, Narayanpet District
- DRDO, Narayanpet
- The Nudge Foundation
- Individual Donors
- Trainers from MOWO
- Interns at MOWO
- Self Help Groups
- Mowo M & E team

**We thank all the donors for the continued support in our efforts to enable more women in mobility.**

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