

SHE TAXI PROJECT: PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS

*A dissertation report submitted to the University of Kerala in the Partial fulfillment of the
requirement for the award of degree of*

MASTERS OF ARTS DEGREE EXAMINATION IN SOCIOLOGY

SUBMITTED BY

Name : **Ms. Ayyar Pooja Shashikant**

Exam Code : 56013403

Candidate Code : 56015115007

Subject Code : SO245

UNDER THE GUIDANCE OF

Dr. Nisha Jolly Nelson



**DEPARTMENT OF SOCIOLOGY
LOYOLA COLLEGE OF SOCIAL SCIENCES
SREEKARIYAM, THIRUVANANTHAPURAM, KERALA**

2015-2017

DECLARATION

I, **Ms. Ayyar Pooja Shashikant**, do hereby declare that the Dissertation titled “*She Taxi Project: Problems And Prospects Of Women Entrepreneurs*” is based on the original work carried out by me and submitted to the University of Kerala during the year 2015-2017 towards partial fulfillment of the requirements for the Master of Arts Degree Examination in Sociology. It has not been submitted for the award of any Degree, Diploma, Associateship, Fellowship or other similar title of recognition before any University or anywhere else.

Thiruvananthapuram

18th August, 2017

Ms. Ayyar Pooja Shashikant

CERTIFICATE OF APPROVAL

This is to certify that the work embodied in this dissertation entitled

“She Taxi Project: Problems And Prospects Of Women Entrepreneurs” has been carried out by **Ms. Ayyar Pooja Shashikant** of Fourth semester, Master of Sociology student of this college under my supervision and guidance, and that it is here by approved for submission.

Dr. Nisha Jolly Nelson

Research Guide

Department of Sociology

Loyola College of social sciences

Thiruvananthapuram

Recommended for forwarding to the University of Kerala

Dr. Saji P Jacob

Head of the department of Sociology

Loyola College of social sciences

Thiruvananthapuram

Forwarded to the University of Kerala

Dr. Saji P Jacob

Principal in Charge

Loyola College of social science

Thiruvananthapuram

18/08/2017

ACKNOWLEDGEMENT

*This dissertation is a result of the right blend of guidance and help received from many individuals which has increased my knowledge dimensions. Therefore, I would like to thank all those who helped me to accomplish this study. I thank the **Almighty**, for giving me enough strength, patience, perseverance and the right attitude to pursue this study satisfactorily. I thank my family, who supported me through thick and thin, motivating me and enabling me to complete this endeavor.*

*This study would not have happened without the guidance and support of my research guide, **Dr. Nisha Jolly Nelson**, Sociology Department, Loyola College of Social Sciences, Trivandrum. I admire her optimism and the faith she had in me for undertaking this dissertation. I express my sincere gratitude towards her for her timely guidance, useful comments and constant encouragement.*

*I am very gratified with the immense support of **Dr. Jose Boban.K**, former Principal, Loyola College of Social Sciences who guided me and helped me a lot in many ways to accomplish this project.*

I am indebted to all the participants who have participated in this research, and my friends who spared their precious time and energy to help take this project to fruition.

I am privileged to be a student of Loyola College that has provided me such a great learning experience and has sparked my interest in research field.

18/08/2017

MS. AYYAR POOJA SHASHIKANT

MA SOCIOLOGY

CONTENTS

CHAPTERS	TITLE	PAGE NUMBER
I	INTRODUCTION	1-7
II	LITERATURE REVIEW	08-20
III	METHODOLOGY	21-23
IV	ANALYSIS AND INTERPRETATION	24-42
V	FINDINGS,CONCLUSION AND SUGGESTIONS	43-46
	BIBLIOGRAPHY	47-50
	APPENDIX 1.INTERVIEW GUIDE	51-53

ABSTRACT

Women empowerment process is one in which women find time and space of their own and begin to re-examine their lives critically and collectively. Role of women in the economic development of a country often remain invisible. Empowering women to participate fully in economic life across all sectors is essential to build stronger economy, sustainability and improve quality of life for women. She Taxi project is one such initiative. It was launched with little investment from state government and through partnership with several private sector agencies and was initiated by Gender Park, Government of Kerala. She taxis are driven by women for women and provide them with a safe means of transport. Even though women cabs were widely promoted they have been plagued by several problems also. The present study is an attempt to find out the problems faced by the She taxi drivers and the prospects as well.

The researcher had adopted a qualitative approach with a case design for the study. Five cases were identified and information was collected from them directly using an interview guide. Through this research the researcher proposes for a comparative analysis of discontinued and continuing cab drivers to know more about the dynamics that pulled them back from this initiative in Trivandrum city.

She Taxi project was a good and ambitious project of the Kerala State Women Development Corporation. In the study it was found that She Taxi drivers deserved more support from the banks and other agencies that gave loan to purchase vehicle. The She Taxi drivers didn't have any specific taxi stand so that the women passengers can easily locate them. They faced many problems from the male taxi drivers. Many male drivers insulted them and used abusive language as they treated the women drivers as their competitors. Generally the police officials didn't give them any support when they faced problems from male taxi drivers or anybody else including the passengers. Lack of social support was felt by the subjects of this study. Many drivers were restricted to enter to this job by their family members.

She Taxi could be a good facility that can ensure the protection of women passengers in the state. The project will be also a part of larger movement towards women's equality of job opportunity and it will also increase the role of women in public sphere.

CHAPTER I

INTRODUCTION

INTRODUCTION

Development of a nation cannot be separated from or viewed in isolation from the development of women who constitute half of the world population and who can certainly play a crucial role in influencing the course of human history as well as shaping the destiny of mankind. Unfortunately in every society gender continues to be a powerful barrier in asserting the rights, capabilities and opportunities of women throughout life. Many of the legal provisions for equality are confined to paper. Our country is noted for its rich cultural heritage, respect for traditional values and honor for women, but still largely male dominated where women are miserably looked down.

The history of India shows various ups and downs in the status of women. In post independent India, the education and employment of women have played a significant role in changing the traditional attitude towards women within the family and society. The governments, through its industrial policy resolutions, five year plans and annual plans have affirmed the role of women in economic development.

Women are generally perceived as home makers with little to do with economy or commerce. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises. Even as women are receiving education, they face the prospect of unemployment. In this background, self employment is regarded as a cure to generate income .The Planning commission as well as the Indian government recognizes the need for women to be part of the mainstream of economic development. Women entrepreneurship is seen as an effective strategy to solve the problems of rural and urban poverty. Traditionally, women in India have been generally found in low productive sectors such as agriculture and household activities. . The role of women entrepreneurs is especially relevant in the situation of large scale unemployment that the country faces. The modern large scale industry cannot absorb much of labour as it is capital intensive. The small scale industry plays an important role absorbing around 80% of the employment.

Any attempt to improve the status of women should start with empowerment. Empowerment implies the creation of enabling environment where individuals can fully use their capabilities to take charge of their lives. The purpose of empowerment is to free someone from rigorous

control and to give them freedom to take responsibilities for their own ideas and actions and to release the hidden resources which would otherwise remain inaccessible.

Women empowerment process is one in which women find time and space of their own and begin to re-examine their lives critically and collectively. Role of women in the economic development of a country often remain invisible. Empowering women to participate fully in economic life across all sectors is essential to build stronger economy, sustainability and improve quality of life for women.

The state of Kerala in the south of India has the highest Human Development Index (HDI) in India. In the education and health sectors, gender disparities have been wiped out, with Kerala having human and selected social indicators as good as that in some of the developed nations. The paradoxical nature of the ‘Kerala model of development’, with high levels of human development indicators, despite its relatively low per capita income has drawn considerable attention in the recent past. Despite this progress, women in Kerala have not been able to translate their high levels of human development to function effectively in a male-dominated terrain where they remain economically disempowered with weak voices in the public arena and poor access and control over economic resources. Furthermore, increasing alcohol-related gender-based violence, crimes against women including dowry-related harassment, suicides and heavy constraints on women’s mobility remain a concern. There is a necessity for the economic and social empowerment of Kerala’s educated and healthy women

She taxi is one of the Gender Park’s flagship projects. It is an innovative attempt of public – private partnership (PPP) that serves as a platform to promote a sustainable business model for economic empowerment, safety and security of women through promotion of entrepreneurship. To achieve a just society where men and women have equal access to development opportunities, resources and benefits and equal voice in key decision making that shape their lives, communities, and the state was the mission of Gender Park. Its mission was to create state-of-the-art knowledge and encourage learning through transformative research on gender equality and justice, as well as to develop innovative partnerships to support gender equality and inclusive growth.

“An entrepreneur is someone who can take any idea, whether it be a product and / service, and above the skill set, will and courage to take extreme risk to do whatever it takes to turn that concept into reality and not only bring into market, but make it a viable product and / service that people want or need.” [M .J. Gottlieb]

She Taxi project was launched with very little investment from state government and through partnership with several private sector agencies and was initiated by Gender Park, Government of Kerala. She taxi are driven by women for women and provide them with a safe means of transport.(genderpark.com)

Kerala State Women’s Development Corporation (KSWDC) and nationalized banks provide access to financing for women entrepreneurs and brought significant social transformations with respect to the safety and security of women populace .Maruti Suzuki India Ltd. is the vehicle provider for She Taxis which provides several types of vehicles at special price.

Entering into its developmental phase, Kerala is witnessing a deep-seated social transformation. The future belongs to a society where women are partners to a sustainable development – a dream attainable only through a pioneering administration and an accountable government. With vision and resourcefulness guiding her, today’s woman is emerging into a participatory role in the developmental activities, starting from the grassroots. It is a matter of pride to launch this mission – a project that envisions supporting the Kerala woman as she marches into an empowered tomorrow.

Emancipation of women, to help instate their rightful status in the most dignified way, is the idea behind the proposed Gender Park. In a society where women are enslaved by societal norms and conventions, the concept of The Gender Park helps her to come forth, overthrowing the exasperating social shackles, to achieve liberation in its complete sense. For a woman, The Gender Park is the perfect setting for an all encompassing deliverance – economically, culturally, socially and emotionally.

The Gender Park, first of its kind in India is an autonomous institution promoted by the Department of Social Justice, Govt. of Kerala, to resolve the gender inequity in development. It acts as a convergence centre for Women Studies, Activities, Research Institutions, Entrepreneurship Initiatives, Organizations, Individuals, Policies/ Programs/Projects

concentrating Training and Research, Culture, Art, Literature and Media, Social Security and Law, Documentation and Library, Education, Health and Support, Business and Trade, Productive Sectors, etc. The project envisages tackling the problems and issues of women, ensuring better social security in all aspects of their well-being.

The proposed Gender Park is a hearth of women-centric activities, which would cater to all needs of a woman and strengthen her in all means necessary. With the implementation of several projects, women are presented with a plethora of opportunities to identify themselves, their potentials and weaknesses and respectively take up roles suiting their intellectual capacities in various sectors of development. At Gender Park, various activities of women are pooled into a common platform irrespective of social, political or economic divisions.

The First Gender Park is proposed to be set up at Vellimadukunnu of Kozhikode District in 24 Acres of land owned by the Department of Social Justice.

The main objective was to formulate, strengthen and advocate policies, strategies and interventions to mainstream a gender perspective on the development process and effectively and positively address issues and problems of women.

Its vision was to achieve an unbiased, just and equal society, fully in charge of its resources and capabilities, so that development and progress becomes holistic and comprehensive.

Mission is to be a creative interface, catalyst and platform for bringing together and incubating transformative ideas, practices, tools and people that will transform the lives of women, mainstream sustainable practices and bring social change.

The natures of activities were to organize conferences and other events create awareness & discuss issues faced by women in various walks of life. Develop educational materials and training programs to help women progress in society. Support R&D and monitor social trends. Honour contribution of individuals & organizations. Cooperate with academia & industry to further goals of the gender park.

The She Taxi is a distinctive and sustainable Private Public Partnership (PPP) model, with zero investment from the government who only played the role of facilitator. The drivers are also the owners of the vehicle. A strategic tie-up with a leading automobile manufacturer (Maruti) and

provision of loans at low interest rates and moratorium period (facilitated through the Kerala State Women's Development Corporation) enables easy acquisition and ownership of the vehicle.

This initiative was an un conventional and ground breaking initiative designed to bring about radical transformations by empowering the women strata in the society. (shetaxi.in)

STATEMENT OF THE PROBLEM

She taxi project was initiated by Gender Park, under social justice department, government of Kerala which was launched on 19 November 2013 with 5 cabs and then increased by 25 cabs in the capital city of Trivandrum.

Even in today's era of modernization element evident in the society at large, the safety and security linking women has remained to be a matter of grave concern. Violence against women and girls in India has manifested in various ways. Today, the public places have turned out to be one of the most menacing areas forcing the women to think over while being in public places during late hours.

This calls for a safe, responsible and reliable 24X7 Cab Service, "She Taxi" in place which will ensure security for women even while on the move. The She Taxi will ensure the safety of women travelers especially the working category and the tourists visiting Kerala. This will be a concerted effort taken forward to address the ever growing threats on the safety and security of women lives while contributing the social and economic empowerment of women in the State on a massive scale.

The advent of one of the most sought-after She Taxis in the State will account to significant societal transformations not only with respect to the safety and security of women populace, but also introduces an innovative and first-of-its kind Employment Business Model strategized and developed for empowerment of women in the State.

The 'She Taxi' is twined with an advanced safety enabled technology that would make travelling much safer and secure than ever. The cab, designed and integrated with web-mobile based convergent technologies will enable to monitor and track the activities of the traveler as well as

the cab driver. The 24x7 cab fleet system is incorporated with enhanced safety and security features that will facilitate immediate aid in case of any emergency situation. Further to this, the cabs are also programmed to de-mobilize the cab based on the directions from the '24x7Emergency Call Centre' to ensure a higher degree of pro-active safety element especially during unforeseen circumstances. Besides this, the cabs are also equipped with advanced GPS based monitoring and tracking system of the cabs to ensure safety of women.

While this is the scenario of She Taxis in general the researcher want to study that even though women cabs were widely promoted they have been plagued by several problems also. So the researcher was interested to know, What are the factors that pulled out women cab drivers from this field?What are the factors that motivate some of the women cab drivers to continue in this sector?What are the problems faced by the cab drivers continuing in the project?

Through this research the researcher proposes for a comparative analysis of discontinued and continuing cab drivers to know more about the dynamics that pulled them back from this initiative in Trivandrum city.

SIGNIFICANCE OF THE STUDY

She taxi is a recent project initiated by government of Kerala. So it is a new area of research and not many studies have been conducted so far. By initiating a study on this project the issues faced by women cab drivers are found out .These findings will be useful for social justice department for assessing the progress of this project and for removing the inadequacies in it. Findings of the study will be a contribution to the field of gender studies.

CHAPTER II
LITERATURE REVIEW

LITERATURE REVIEW

Taxi driving is mostly a male dominated industry since its inception. But women driving cabs is a blessing for young girls, the elderly, working women and hassled mothers of young children's. With the increase in number of crimes with women had especially confined the working and career women in many ways (especially taking night travels). Women drivers are indeed a great boon for one and all.

Mamta Mokta, (2014) in her studies on Empowerment of Women in India: A Critical Analysis viewed that the principle of gender equality is enshrined in the Indian Constitution in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles. The Constitution not only grants equality to women, but also empowers the state to adopt measures of positive discrimination in favor of women. Empowerment may be described as a process which helps people to assert their control over the factors which affect their lives. Empowerment of women means developing them as more aware individuals, who are politically active, economically productive and independent and are able to make intelligent discussion in matters that affect them.

Ashild Kolas (2015), a social anthropologist at Peace Research Institute Oslo writes Women's empowerment can be seen as a process of renegotiating accepted norms and expectations about female and male roles, relations, and responsibilities, opening up new opportunities for women within the household, the community, state agencies and civil society. From an individual perspective, it is a process that enables a woman to analyze her situation, decide on her priorities, develop solutions to her problems, and take action towards improving her situation.

Maithreyi Krishna Raj (1981) in her study with regard to approaches to self- reliance for women has given some urban models. She has made an attempt to access some schemes to help low income women in Bombay from the point of view of their contribution to the development of self-reliance among women. She has given four cases namely of Mahila Arthik Vikas Maha Mandals Ltd., Indira co-operative Bank,Streeseva Sahakar Sang Niyameet and Annapurna Mandal .The first assists in employment generation ,the second is a credit supply scheme ,the third is an industrial co-operative federation and the fourth is an association of self employed women.

Gaikad. V. K and Tripathi R. N. (1982] the main object of the study was to examine the pre-requisites for successful entrepreneurship. They found that all the entrepreneurs selected for study had basic character of initiative, drive and habit of hard work, but they did not have sufficient technical knowledge for awareness about the policy of government. The investigators found that unawareness and lack of sufficient fund are inhibiting factors in the development of industrial entrepreneurship in rural areas.

Surti.K. and Saupriya. D (1983) investigated the psychological factor affecting women entrepreneurs. They examined the role of stress experienced by women entrepreneurs, the effect of demographic variables, such as marital status and type of family on stress and how women entrepreneurs cope with stress. Results indicated that unmarried subjects experienced less stress and less self-role distance than married subjects. Subject from joint family tended to experience less role stress than subject from nuclear families, probably because they share their problems with other family members. External locus of control was significantly related to role stress and fear of success was related to result inadequacy and role in adequacy dimensions of stress. While many subjects used intra persistent.

The study conducted by Babu. P. (1983) the study was an attempt to find out the sociological factors that contribute to the development of small entrepreneurs .The study showed that community and family background contributed to the success of prospective entrepreneurs, formal education has not been a positive factor in entrepreneurship development, providing infrastructure facilities alone will not promote entrepreneurship development and the association of small scale industries has to play an important role in identification and development of entrepreneurs.

Sulochana A. Nadkarni. (1983) studied the 25entrepreneurs and their problems and constraints with regard to prospects of women entrepreneurs of Delhi in a theoretical perspective and in the context of administrative and industrial developments and policy formulation during the last decade. One of the findings of her study is that about 83 per cent of women entrepreneurs in producers sector come from business families as against 63 per cent in the case of those who are in the consumer goods sector. She also revealed certain problems namely stiff competition, high price of raw materials technical problems like power cut, financial problems etc.

S. C. Jain (1985] in his book *Women and Technology* discusses the role of science and technology in accelerating the process of socioeconomic development. Though women add to the family income by carrying out economic activities in farm, factory and other organized and unorganized sectors most of the activities are full of drudgery .Appropriate technology for women and transfer of technology therefore are essential for enhancing the development of women. By giving a technological repertory, technological utilization and raising a few fundamental issues concerning social constraints, he has produced a good book in the area of development activity.

Sharma K. L. (1988) in his book *Entrepreneurial Performance in Role Perspective* explored the emerging pattern of growth of entrepreneurs, their performance and problems. Against the background of government assistance in various forms, entrepreneurs and their problems call for earnest attention, for the healthy and sustained socio-economic growth of Indian society. The study was conducted to tackle some theoretical and methodological issues concerned with the analysis of the entrepreneurial role of conformity and to throw light on some applied aspects of entrepreneurial growth in the state of Uttar Pradesh. The study brought to light the lack of response of entrepreneurs to the facilities made available by the government. One may like to explore its reasons, which may be identified as the incapacity of entrepreneurs, the inadequate terms and conditions of the facilities, the ineffectiveness of the institutions providing the facilities, and the inefficiency of the personnel employed therein.

Linda C. Mayoux (1989) states that employment prospects for women in development programmes are mainly limited to handicraft, cottage industries and to self-employment in various small-scale organisations. The study examines the issues involved in these in Bolpurand IlambazarThanas of West Bengal and the reasons for the failure of attempts at income-generation. She also suggests that greater commercial orientation and more flexible bank credits would be beneficial. Schemes should be made attractive only to those groups for whom they are intended.

Pillai and Anna (1990) conducted a study on women entrepreneurship in Kerala and their objective was to find out the social political and economic factors that prevented entrepreneurship development. A randomly selected sample of 102 women entrepreneurs in the Ernakulum–Kochi area was surveyed. The study showed that entrepreneurs depended on

financial support from the state and that familial assistance was used only as a secondary source of help. Yet women had cited family support and encouragement as the highest facilitating factors for them to do business. Another conclusion was that women in Kerala were “not coming forward to take industrial ventures which demand initiative and dynamism.”

Sheela Varghese (1990) examined the case of the garment industry in Kerala in her project, employment of women in the garment industry. Different types of units (i.e., Units of the Cochin Export Processing zone, independent assembly line units, and registered and unregistered units) were included in the study. Interviews were conducted with 250 workers and 36 manufactures. The researcher enquired into the working and living conditions as well as the socio-economic and demographic characteristics of workers using a gender perspective. Methods of recruitment, nature of labor contract, pattern of employment including occupational segregation, differential wage structure, and mode of payment and mobility of labor was specially looked into. Her finding was young and unmarried and the proportion of women was the highest among the export-oriented units. However, workers were not aware that they were producing for export. More than half the worker suffered from various health problems and the intensity of ailments was higher in the CEPZ. 28 per cent of worker households were female-headed. Though women workers were more educated than their male counterparts, they were unable to use this fact to their advantage. Wage disparities were evident between units and in the same units. More than one-fourth of women workers received less than Rs600 a month while there were no male workers received less than Rs 600 a month while there were no male workers in this category. On the other hand, 20 per cent of the male workers received more than Rs 2000, and there were no women in this category. Further, while 65 per cent of them male workers received time wages with other non-wage benefits, the majority of women workers received time-cum-piece wages. Assembly line production was carried out in the export-oriented units in which men were employed in higher category of jobs and women in lower category jobs. Moreover, there was a tendency for producers to shift their units to the unorganized sector. Though workers of export – oriented assembly line units and registered units were considered to belong to the organized sector they had little job security. Women were also found to work up to 12 hours a day especially in the EPZ units.

Nancy David (1991) suggests that the development of microenterprises, by women entrepreneurs would suit more for their success in business. The success of an enterprise depends on several internal and external factors, of which only some may be under the control of the entrepreneurs. A micro enterprise is basically a small undertaking run by an individual, who as a proprietor takes up the responsibility of managing the venture. Such micro enterprises may be subsistence level firms in the informal sector; somewhat profitable, non-registered craft oriented small firms and registered well established firms desirous of expansion.

Rao (1991) identified the factors that impede and slow down the entrepreneurial development of rural women based on the response of a random sample of 81 women from Anantapur District of Andhra Pradesh collected in 1988-89. The findings showed that economic backwardness, lack of family and community support, ignorance of opportunities, lack of motivation, shyness and inhibition, preference for traditional occupations and for secure jobs were some of the factors that inhibit the promotion of grass roots entrepreneurship among rural women.

Shanta Kohil Chandra (1991), in her study on Development of Women Entrepreneurship in India-A study of public and programmes reveals that socio economic factors are affecting to the women entrepreneurs. The findings about socio-economic factors affecting the women entrepreneurs are as under (1) As far as the age of women entrepreneurs is concerned, majority of the entrepreneurs are young and have all the vigor and time to pursue their venture to see them fully grown. (2) Majority of women did not belong to business families. They were young entrepreneurs who took the challenge on their own initiative and motivation. (3) Marital status or family bindings in majority of the cases did not interfere significantly in continuing with the enterprise (4) About 60 percent entrepreneurs had undergone some training before starting their enterprise (5) Religion wise distribution showed majority belonging to Hindu religion. (6) Majority of the entrepreneurs did not have any experience in any business ventures before starting their own business.

Singh (1993) in her work relating to 'Women Entrepreneurs :their Profile and Motivation' states that urges and factors impinging on and influencing the process of the birth and growth of women enterprises are no different from those affecting men entrepreneurs. Several women are now willing to become entrepreneurs due to various factors. These factors can be broadly classified under two categories, namely, 'pull factors' and 'push factors'. Under the first

category, the women entrepreneurs choose a profession as a challenge and adventure with an urge to do something new and to have an independent occupation. The other category of factors forces women to take up business enterprises to get over financial difficulties due to family circumstances. However, the latter category forms a negligible percentage of the total women in business.

Paramjeet Dhillon (1993) conducted a detailed study on Motive sand characteristics of successful women entrepreneurs by selecting a sample of 40 women entrepreneurs to get assistance from the SISI, Oakland AEPC, and Nehru Place. It was found that the most important factor for the success of the entrepreneur is commitment to work. The women entrepreneurs are willing to take high personal risks, but moderate risk in delegation of authority and responsibilities to employees and they have a high need for achievement, independence, orientation, ability for decision making, future planning and good time-management in a better manner than in male-dominated manufacturing industries. The competition between men and women in male-oriented entrepreneurial activities is an unequal terms, rendering success for women difficult.

Sethi (1994) in her study on 'Women Entrepreneurship in India 'lists economic compulsions, education, work experience and urbanization as the collective forces which have given an impetus to women entrepreneurship. The author says that availability of credit is the most binding of all regulatory, technical, marketing and other input constraints. She further states that although obtaining finance for the initial start up venture is a common problem for both male and female entrepreneurs. Yet these problems get exacerbated for women because of their gender as well as the prevalent socio-cultural variables. The author cites insufficient startup capital as the most common cause for early traumatic failure of new business. The study reveals that a majority of women rely heavily on their own funds for initial ventures start up. The dependence on their limited personal finance leaves these women undercapitalized and highly vulnerable to market fluctuations. She suggest that in order to enable women to break away from tradition activities like garments and food products into more lucrative non-traditional areas, which need a much higher level of investment ,the help of academic institutions, government organizations and non-government organizations needs to be enlisted.

Dhanalakshmi (1995) carried out a study on women entrepreneurship which seeks to examine the problems faced by women entrepreneurs in Madurai. It is stated that women who have interest in business should take the first step and are courageous enough to face the ups and downs, their families should encourage them and the financial institutions should be liberal towards the venture conducted by women.

Tara S. Nair (1996) in her study 'Entrepreneurship Training for women in the industrial Rural Sector: A Review of Approaches and Strategies' made an attempt to review the strategies and approaches followed in the country over the past four decades. It is revealed that development strategies targeted at women cannot hence be fitted coercively in to conventional, one-dimensional and deterministic moulds like the anti-poverty paradigm that a typical state sponsored sectoral programme cannot take care of such a synergistic approach. It is emphasized that the 'over aggressive' and 'misleading' categories of income and class are to be rejected and the importance of gender as crucial parameter not only in analytical exercises, but also in policies and programmes is to be recognized.

Heggade (1998) examines the trends and patterns of the growth of women entrepreneurs by various types of economic activities and the problems faced by them. It also analyses the financing and promotional role of public sector banks in promoting rural women entrepreneurship. The DWCRA scheme is empirically analyzed which reveals certain organizational and promotional problems. This study brings out clearly the wide range of benefits, which accrue to women as entrepreneurs, including a phenomenal reduction in gender bias at the family level. Thus the programmes of developing women entrepreneurship shall be strengthened further since they would contribute to poverty alleviation, reduction in gender bias and economic use of women labor.

Pooja Singh and Rekha Singhal (2008) in their research viewed that it was 2008, 31st October when Mumbai city started experiencing taxi which had women behind the wheels. This important decision was taken by Ms. Susibhen Shah a social worker, business women to empower women from minority and economically backward sections of the society. India is a growing tourism hub and Priyadarshni Taxi Service (PTS) has emerged as a safe and viable alternative for women tourists and women in general with family members including males. Ms Shah brought PTS into existence despite her anxiety and apprehension about an all female taxi

service being accepted in a city like Mumbai with male dominated culture. A strong union based taxi industry and presence of strong competitors has not deterred PTS to leave its mark in Mumbai transport scenario. But there are still some questions that stay unanswered. Will this profession be acceptable to women who would join the fleet without any fear? Would this initiative attract more and more women to come forward and join PTS? Can the mission of women empowerment be achieved through this venture by roping in more participants? Can PTS attract more investors with this unique idea which is path breaking and contrary to the existing Mumbai culture? Should PTS invest more for a faster growth to ensure increased women empowerment and better customer service?

Peter Abelson (2010) studied regulation, performance and reform of the taxi industry in Sydney which governs entry, industry structure, service quality and prices for the Sydney taxi industry. He finds that few efficiency or social reasons for these regulations is responsible for poor taxi performance.

Neelam Kumari (2012) examined the radio cabs market in Delhi through various interviews with people associated with radio cabs. She finds that even though the charges are higher unlike those of local taxis and public transport, the service delivered by radio cabs is highly reliable. The implementation of GPS technology has radically changed the traditional approach to taxi fleet management. But reengineering of operations and the training of end-users are vital to the improvement of service quality and the development of sophisticated public transport systems(Liao, Z., 2001).Consumer research in which participants were asked to respond to questions that would guide the development of a marketing mix, was conducted to explore taxi drivers' views on the driving situation and the determinants of risky driving behaviors as well as to gather their ideas for developing a social marketing program to reduce risky driving behaviors among taxi drivers in Tehran, Iran (Shams, et.al, 2011).

Gaurango Banerji (2014) in Top Speed news said that *after* the recent assault of a woman in Delhi by a cab driver, safety has become an issue across India. Women feel unsafe while traveling in taxis, buses or trains. Now what happens if those taxis that women travel are driven by women? Well, down south, in Kerala, she taxi, a women – only taxi service has been launched to provide safety for women. This project was introduced by Gender Park, which comes under the Social Justice Department, Government of Kerala. However this is not for the

first time in India that women-only taxi service is launched. At present, there are other operators like GCabs and Priyadarshni who are present in other parts of India and are planning to expand. She Taxi service is available round the clock and Kerala is the only state where women outnumber men in sex ratio and thus has taken the effort to start this women-only taxi. She Taxi is run by Rain Concert Technologies Private Limited situated at Techno park in the capital of Kerala, Thiruvananthapuram. Maruti Suzuki provides vehicles and customizes them for passenger safety. These cabs are fitted with GPS/GPRS equipment. She Taxi has an array of safety features that ensure women are safe while traveling. To book a cab, all you need to do is call 8590000543. This number is available round the clock and sends you details of the cab that has been booked for you. The cabs have features like ersFirst Safe Bus, ersFirst Safe Me and ersFirst Safe Me Mobile. The above features ensure driver safety as well as passenger safety. It also monitors the Driver's handling and driving abilities. There are alarm switches inside the car for passenger as was driver which helps them connect to the Security Control Room that is available round the clock. It comes with a safety map that has locations of all the nearest police station, ambulance, workshops, fire fighters and even hospitals.

Jyoti Gupta (2015) who is a cab driver in New Delhi said that she tried everything from working as a beautician to delivering lunch boxes to offices, with varying degrees of success, before learning to drive at Sakha, four years ago. After her training and working three years at Sakha, she worked independently and with other cab services, before being inducted by Meru. Being on the road is not easy for a woman driver. "Once, authorities at a school I had approached said some people had a problem trusting a woman driver with the children," she says. Harassment on the roads is also not uncommon. "This was before I joined Meru. I was returning from Uttam Nagar one night when a male driver in a Scorpio started following me. I did call the police helpline, but before they could reach me, managed to give him the slip myself. It is important for women to not lose their minds in such a situation," she says. Jyoti's earnings have helped her put her son in engineering college and she hopes to make her daughter, a class XII student, an air hostess.

Shi & Lian, (2016) studied passenger-taxi double-ended queuing system. They figured out the relationship between the optimal thresholds and the optimal taxi/passenger arrival rates and

analyzed the strategies of the government, and derived the conditions whether the government should subsidize or levy the taxi drivers.

In Times of India (2016) observed that while 'She cabs' were launched amid much fanfare, it is clear that the initiative has been a big flop with only six such cabs operating in the entire city of Hyderabad. In fact since its inception in November 2015, only 4,623 trips have been made by women cabbies, as per figures from the Hyderabad Traffic police at the pre-paid booth in RGIA. With an average of 20 trips a day by all She cabs put together, six of the operational cabs run just an average of three trips a day, against eight by regular cabs. The She cab initiative has been plagued by several problems. Among many issues, women drivers who had signed up for new vehicles after getting a hefty subsidy are now finding driving 'too taxing'. Besides this, some drivers have been involved in minor accidents, many avoid peak hour traffic or have given up driving, authorities confess. "Initially we had selected 18 applicants of whom 10 started driving She cabs at the time of its launch.

In the newspaper The Indian Express August 13, 2017 we can see that the She Taxi service, which was launched with much fanfare in Kochi, is struggling to stay afloat due to competition from online cab operators. Two years after commencing operation in the city, the fleet of the 24X7 all-women taxi service is fast depleting, with most of its drivers switching to online taxi companies. According to officials of the Kerala State Women's Development Corporation (KSWDC), the She Taxi project is hit hard by the emergence of online taxi operators in Kochi and Thiruvananthapuram. The service was launched in the city in 2014 with 12 taxis. After two years, the number of taxis has come down to eight. It is feared that the number might drop further as the drivers are lured by online taxi companies. The She Taxi service is availed mainly by women employees of corporate firms, for travel at night. Meanwhile, efforts are on to introduce attractive plans to curtail migration of She Taxi drivers to online taxis. "When started, She Taxi enjoyed a strong customer base, mainly comprising corporates. However, customers now opt for the much cheaper online taxis" said Hari, project officer at KSWDC, which supervises the She Taxi service in Kochi. "While the tariff of online taxi companies is Rs 7 per km, the minimum charge for She Taxi is Rs 250 plus service charge. A She Taxi ride from Vyttila to Ernakulum North will cost around Rs 350, while the same ride will cost only Rs 80-100 in online taxi. They also make special

offers like free ride and heavy discounts. The main reason for the difference in tariff is that She Taxi customers are required to pay for the return trip also, while the App-based taxis operate point-to-point,” he said. “Several woman drivers have attached their taxis with Uber and started working with the company. Around ten taxis with women drivers are plying for Uber in Kochi. Their number is expected to increase further,” said a Uber spokesperson. When contacted, some women taxi drivers who left She Taxi and joined online taxi firms told Express that their income had increased after shifting.

In the newspaper The Hindu (2017), we can see that the service of she taxi had failed to take off. It viewed that it was a shock of a lifetime for Ancy Antony when she received a notice from the Kerala State Women’s Development Corporation (KSWDC) asking her to pay back Rs. 43,000 that was loaned to her to purchase a ‘She Taxi’. Like the other three She Taxi drivers in Kozhikode, Ancy too is in dire straits, with a meager income, a sick husband to take care of, and a huge loan for which the documents on five cents of land owned by her were pledged. “What can we do with just two or three trips a month? My earnings are barely enough for our household expenses. I haven’t paid the interest on my loan for the last two months,” says Ancy. It was on this day two years ago that She Taxi services were launched in Kozhikode amid much fanfare, riding on the success of the service in Thiruvananthapuram and Kochi. The service, monitored through a centralized call centre, was deemed to be the answer to the security issues facing travelling women as well as a means to empower enterprising women. Despite the initial hype, the service failed to take off, putting those who had purchased the state-of-the-art cars availing loans in dire straits. “I used to lead a simple life before I purchased the car. I had no loans then. Now, I am neck-deep in debt with no means to pay back,” says Ancy, pointing out that she cannot even sell the vehicle owing to a contract that does not allow her to leave the service before completing three years. Sheeba, another driver, who had rented out a She Taxi, quit the service a year ago, as she could not meet even her daily expenses. The service is now managed by the vehicle owner, Jeeja. “Everyone has a motorbike or car these days. Nobody wants to hire a taxi unless it is for a long-distance trip,” says Sheeba, adding that taxi services in general are facing a crisis. She Taxi drivers are planning to appeal to the Gender Park, under which the service was introduced, to improve the publicity campaign for it. “We have no one to complain to. Those who introduced this project have moved on, while we are caught up in the mess,” laments Ancy, expressing her wish to come out of the tangle somehow.

Taxi driving is mostly a male dominated industry since its inception. But women driving cabs is a blessing for young girls, the elderly, working women and hassled mothers of young children's. With the increase in number of crimes with women had especially confined the working and career women in many ways (especially taking night travels). Women drivers are indeed a great boon for one and all. The present study is an attempt to understand She taxi drivers and the problems and prospects of being a she taxi driver. From all the above reviews we can see that not many researches have been taken place understanding on the failure of the she taxi project. So there is much scope for conducting such a study. The present study is an attempt to fill those lacunae in research in this area.

CHAPTER III

METHODOLOGY

METHODOLOGY

TITLE

SHE TAXI PROJECT: PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS

RESEARCH QUESTIONS

General Research question

What are the problems and prospects of she taxi drivers?

Specific research questions

- ✚ What are the factors that pulled women cab drivers out of their enterprise?
- ✚ What are the factors that motivate some of the cab drivers to continue in this project?
- ✚ What are the problems faced by the cabdrivers continuing in this project?
- ✚ What are the alternative engagements taken up by the discontinued cab drivers?

RESEARCH DESIGN

For the present study the researcher adopted comparative case study design.

SAMPLING

Cases were identified using purposive sampling. Entrepreneurs who are continuing and those who left the project are studied.

- One who switched over to Uber taxi service.
- Second one managing herself as taxi driver.
- Third case who sold out the car.

Number of cases

- continuing cab drivers:3
- discontinued cab drivers:3

SOURCE OF DATA

Both primary and secondary data were used for this study .Primary data was collected directly from the participants of the study.Secondary data were collected from books, journals, web sites, news papers etc.

TOOL OF DATA COLLECTION

An interview guide was used to collect the respective information

DATA ANALYSIS AND INTERPRETATION

The collected data were analyzed and interpreted in order to find answers to the research questions. Analytic strategy was thematic

REPORT WRITING

After data analysis and interpretation research report is prepared giving the details of research process and the findings.

CHAPTER IV

ANALYSIS AND INTERPRETATION

CASE PRESENTATION

Case No. 1

The first case in this study is the woman who was one among the first four she taxi drivers in Trivandrum district. She has completed her degree .she is married and has three children.

In her own words she said that for women's security where woman faces most of the problem while travelling, and when this project was announced by the government she wished to be the part of it as it can ensure the security of women commuters. For this I came from my hometown Kollam to Trivandrum. And I am the first among the five she taxi driver in the state. And due to our support and initiative other women's I came forward in this project. Initially We were instructed by the authorities concerned to work only up to 6 or 7 o' clock in the evening ,where we took it as challenge and we five people said that we are ready for night ride also .In this way this service became available for 24 hours .At first we strived very hard . We didn't get any trips .people used to think Is it safe to approach our services because we are women drivers. Women themselves don't trust on our service. At this time to support the call center we five drivers gathered together and used to canvas the women and said that this project is brought up for the benefit of women so please at least for the upliftment of woman in society you have to change your view points and approach us for your safe travelling . In this way we strived very hard for giving popularity and acceptance for this project in the society in general and among women in particular .In this way we started getting trips from the ladies .Even from our home we used to connect call centers and then only we held our services for them to go to trip. But for first two three months we rarely had any demand for our service. But we were not upset at that time and didn't lose our hope regarding the viability of this project .we took the adverse condition in a positive manner. We know that a baby falls many a times while start walking.

This project didn't have any model which we could emulate. But at the same time the idea behind this project was really promising and attractive. We sacrificed our time and energy for the success of this and being women homemakers also had to manage our family responsibilities. We were convinced about the value of this initiative by government and our one and only aim was to make this project a great success. For this we approached came in front of media and we all five talked only about the positive side of the project. Through the media we wanted to

project a positive image for this initiative highlighting it as women-friendly programme. We invited more women to join this project as we expected that it can increase the popularity and publicity of this initiative. In front of press and channels we had said that we are gaining great support and profit from this job also safety of women passengers is been ensured .but what we said was not at all correct as we didn't get any safety or security in our work .Initially there were about 25 cabs and later on one by one at least 17 to 18 cab drivers had been withdrawn from this field. These drivers were discouraged as they were not getting regular trips and income so that they found it difficult to repay the loan taken to purchase the car. More over the government authorities were also were not extending any support to them. Thus they lost hope in this profession. Many of the women's who were in this project were striving for their livelihood. After two months in this project I understood that I could not pay the loan from the income from my job. My husband was working in gulf country and with his earning we purchased some property and we had to keep as security for the loan in the Kerala State Women Development Corporation (KSWDC). Eventually we lost our asset as we could not repay the loan in time.

Similarly, many of the she-taxi drivers in this project also lost their house or property in this manner. Therefore, we have decided to write a complaint letter to present chief minister regarding our issue. Earlier we had sent many such letters to the former chief minister without any benefit. No one in the government has bothered to address our problems .Let see once again what happens. Most of my fellow drivers lost their house due to their financial problems as we were not getting steady income from our job.

We do not get enough trip because taxi services like Uber which government helps runs on the autorikshaw charge .we have taken loans to buy this car from Kerala State Women Development Council (KSWDC) .The EMIs of car loan is been pending from months together .some others with no assets to pledge have taken loan from private banks. For them the situation is more serious as the private banks charge exorbitant rates of interest for the loan.

KSWDC had given loan to the beneficiaries at 8 percent interest with a payment period of six years .we are struggling to eke out a decent living through she taxi .If we earn Rs. 40,000 a month from this we have to pay Rs.14,000 as EMI of loan. Thirteen percent from the profit has to be paid to the call centre which directs the call to us. Eight percent has to be allocated to repair works and interest rates. After all these, we do not get anything for ourselves.

We do not get proper support from the police officials even. When any problem occurs we try to approach police and at that time they insult us and talk in a way as if we are still learning to drive on the road. We used to go with a complaint to police to seek help because there are many men drivers who insult us in front of the public. As an example, you can see the incident happened in Kozhikode where one she taxi driver who reached at railway station to drop a passenger was intimidated by other male taxi drivers. After dropping the passenger, another lady passenger approached a she taxi for a trip. Then a male taxi driver suddenly came and insulted her and also forcefully took off the car key away from her and started using abusive language. Nobody including the police came forward to rescue her from such an ugly situation. In this way even the police officials see the women taxi drivers as the weak person who cannot drive properly. But there are many women drivers with many years driving experience and even go night rides and drive good.

Another problem is that from the KSWDC while launching the programme. Giving us some training on how to deal with the passengers and how can we protect ourselves from dangerous situation etc. Would have been helpful for us.

We get trips when we receive message in our mobile phone .we do not have any specific taxi stand .there was no perfect outline for this project.

Not only I but all drivers have health issues .like when travelling long distance we face back pain, urinary infection, headache and so on. Getting some facilities for taking rest is another major concern.

To talk about social support we know that there are many people who talk from behind .and I have heard many times some people insult and talk on my job. But as being woman we face lot of problems in society .we have to be bold and face it .so I didn't mind any this things. I had good support from my family and my husband. They encouraged me in doing this work .so I don't need to worry about any adverse remark from others.

Now I have opted out from the she taxi project as it is not giving me any financial benefits on the other hands my husband's property had to be sold in order to repay the loan for purchasing the car. Now the car is with me and I go for trips if some of my neighbors or known persons call me for a trip otherwise I remain as a house maker and thinking about entering in to some new field. I

found she taxi project as a good and ambitious project which was a failure due to the absence of proper monitoring from the part of KSWDC. Otherwise it would have been a novel initiative that promotes the economic and social empowerment of she taxi drivers. Moreover, it could be a good facility that can ensure the protection of women passengers in the state.

CASE NO.2

The second case in this study is the women who worked as she taxi cab driver and then suddenly realized that the income gained from this project was not enough for her livelihood. So she shifted from she taxi service to uber cab service. Now she runs her cab under the uber service.

She has completed her degree. She is married and has two children. She is from Kollam. In her own words she explained to the researchers why she had left the she taxi service and made a shift to uber.

She said that for me driving has always been a passion and so I took the driving license at the age of 21. In those days, after the tragic killing of a girl Saumya during the train journey, government brought a new project for ensuring the safety of women passengers, which was named as she taxi project. When this new venture was announced, I was ready to take the wheel because I thought it would open a different world for me. I thought I could solve my financial problems by becoming a she taxi driver. Though some members of my family were unhappy with my choice of work I was determined to come to this field. But my husband had supported me a lot. I purchased a car by taking loan from Kerala State Women Development Corporation (KSWDC). And I came from my home town Kollam to Trivandrum to start my job. I took a room in a women hostel and used to go home once in a week.

But my attempt to become a successful she taxi driver was a great failure. This project did not have any proper outline which we could emulate. But at the same time the idea behind this project was very attractive. It was said in TV and newspapers that the women drivers in the field were given training on how to deal with passengers and to deal with dangerous situation. But it was not much beneficial and we didn't get any proper training as publicized by the authorities.

I didn't get sufficient trips as expected. As there was no taxi stand we received trips when we got message in our mobile phone. Therefore, the income obtained from the job was insufficient to pay back the loan taken to buy the car. Even the government authorities didn't extend any support. I was striving for my livelihood as my earning from she taxi service was barely enough for our household expenses. I used to lead a simple life before I purchased the car. I

didn't have any loan. But after entering in the project I was neck-deep in debt with no means to pay back. Many of the she taxi drivers situation was the same.

So then we all she taxi drivers planned to appeal to the Gender Park, under which this service was introduced, to improve the publicity campaign for it.

We have none to complain to. Those who brought this project have moved on, while we are caught up in the mess. Then my intension was just to come out of the debt trap somehow as I hardly earned Rs10, 000 per month. On other hand, we needed 14,000 to pay the EMI. Thirteen percent of the profit has to be paid to call centre which directs the call to us. Eight percent has to be allocated to repair works and interest rates. After this all I didn't get anything for myself. It was just like wasting the time and energy and calling upon the diseases. Then in this situation I thought to make the shift from she taxi to uber service which runs on autorikshaw charge.

Now I run my car under the uber and there are some regular passengers who call me for the trips. She said that she loves to go for long distance drive and doesn't mind night duty. Foreign passengers are her favorite.

As being loved to the profession when I asked her about any health issues she replied that every job has certain barriers and issues. In the same way when going to long distance trip I get back pain, and sitting in the same position for long time also lead to joints pain.

As we are women you know that some people still see us in the way that we are weak and have to remain in the home itself. The male taxi drivers tries to simply make the issues which you may also have seen in the TV and news papers that how a male taxi driver had harassed the she taxi driver in Kozhikode railway station. Onlookers present there simply watched the unfortunate incident as if something drama was taking place. No one came to help her or rescued her from this worse situation. The mentality of people towards women drivers should be changed first. Even the police officials did not come forward to help her, because they too consider women as weak. Police can also play a constructive role in supporting the women cab drivers.

Social support should be given for the upliftment of women .women should be empowered. I also face many problems as being a taxi driver. Many people told me to leave this job and they talk about this profession in a negative manner. When I go for night ride they say that I am not a nice woman and raise doubts about my character. Many nights I remain outside home and sometimes visit my home once in a week. But I don't bother about what others talk about me because I have my husband's great support.

I have opted from she taxi project because it didn't give me financial benefits. But I couldn't leave my passion of driving and so now I found myself comfortable by moving to uber. Now I feel proud as an uber car driver.

CASE NO 3

The third case in this study is the women who left her family and got behind wheels to ferry others to their destination and lived everyday a life of dignity and freedom. She is also married and has two children. She is from Trivandrum. And she is also one among the first five she taxi drivers. She says that it was not easy for her to accept driving as a means of livelihood, but little did she know that she would be an inspiration for many socially backward women, who earn for financial independence and empowerment. In her own words she said that I am one among the first five she taxi drivers. We five of them strived very hard for the upliftment of this project. We five entered in to this project with the aim of upliftment of women and make the project a great success and gain equal status in the society.

In this way we five started to work in this field. We were instructed by the authorities to work for 6 to 7 o clock in the evening. But when we thought of the security of women at night time we came forward and told the authorities that we will work for 24 hours. And in this way the service became 24 hours available. The service was monitored through call centre. But we didn't get enough trips.

We buyed the car which was provided by Marti Suzuki. And for buying the car KSWDC had given the loan at 8 percent interest rate over a repayment period of six years. We were struggling hard to eke out a decent living through the she taxi. We five stood together and didn't lose our hope we started canvassing women and told them to approach our service as it is one of the project which aims at the upliftment of the women and also ensuring the safety. At first we didn't get any trips because people used to think weather it is safe to ride in a car where there is women driver. Women themselves didn't have faith in our driving. I had taken my driving license when I was 20 years old and now I even have heavy license. But the people approach us in the manner as if we are just started to drive.

She taxi project was a good initiative taken by government but the drawback is that this project didn't have any model or any outline which we could follow. First two month we hardly got any trips. We didn't have any taxi stand. We got trips only when we received message from the call centre on the mobile phones. In this way it became very difficult for us to work because we had to manage both household and job. I have to look after my children, husband, in laws and

also attend the programmes of my home. I got up early morning made everything ready for children Tiffin and breakfast finish the household work and then go for work. But after coming to work I hardly got any fair. It was not enough for looking after my family. I faced many difficulties in managing both household and job. But didn't lose hope. Though we faced many difficulties we only viewed the positive side of the project in front of media only with the aim to make this project a great success. For this we invited more women to join the project to increase the popularity of this project. And in this way the number of she taxi increased up to 25. But suddenly we can see that there was a fall in the number. Many of the members opted out from the services and some joined uber services, while some are now driving independently; some had sold out the car. The main reason behind it is that we couldn't get enough trips and income for our living and not only that there are many online cab operators like uber which runs on the autorikshaw charge so many approached uber services. Several women drivers have attached their taxis with Uber and started working with the company. And they said that their income have increased after shifting. Many of my friends are calling me to join the uber but I don't fel to shift because we had strived very much for this project. We felt that our problems would be solved and would have good future. But it was just our hope. Due to the online cab competitions it became very hard to get trips. Customers always opted cheaper online taxis. She said that the tariff of online taxi companies is 7 per kilo meter; the minimum charge for she taxi is Rs 250 plus service charge. The main reason for the difference in tariff is that she taxi customers are required to pay for the return trip also, while this app based taxis operate point to point.

As you know that KSWDC had given us loan at 8 percent rate of interest with six years of payment period. The amount which we got striving 24 hours was been divided on the names of EMI, some percent to call centre, some to the repairing and maintenance work of the car. And in this manner I could hardly earn anything. And so I understood I couldn't repay the loan. I was in very poor condition and also thought to end the life by committing the suicide. so I had to sell my property to repay the loan. In this manner many taxi drivers lost their property or house to repay the loan. Then at last we decided to write a letter to chief minister addressing our problems. But it was also of no use. It was just like pouring water over the pot. Then at last I told the other she taxi drivers that we will go and make march towards secretariat and in this way we she taxi drivers made a march towards secretariat but it was of no use the officials

suddenly came and said we consider your problem and suddenly we will solve this and in this way we were send back by the false promise.

We didn't get any support from the government officials. There is no one to whom we could address our problem.

If we would charge any case on accidents or on the misbehavior by the male drivers the police used to come and take the side of male drivers and speak. They used to talk in harsh manner to us even if there is no fault by our side. No one including police come to help us. I think you may have heard about a she taxi driver who became a victim of the hooliganism of the local taxi drivers when she went to drop a woman passenger at Kozhikode railway station .she had reached the station to drop the passenger at that time a lady approached her enquiring about the taxi fare . Suddenly, one taxi driver at the spot came running and asked why she was picking customers from the railway station. And then he forcefully took away the key car and started harassing her. At that time the town inspector said that we she taxi drivers do not have permit to pick the passengers from the railway station but we were not informed about it. Whatever it may be, one has no permission to take the law into one's own hands.

In this way not even the police officials were by our side. What can we do no one is there to help us. In such circumstances I felt I could not succeed in this profession and to meet the financial crisis I sold out my car. Now I remain home as house wife and trying for alternative job.

I feel that Gender Park administration should study the drawbacks and based on which measures should be taken to revamp the service. Officials and authorities should consider the problems faced by she taxi drivers. Women should be empowered and should have equal status in society. We should gain equal status as men.

CASE NO. 4

The fourth case in my study is the she taxi driver who is still continuing in this project. She is from Kollam. She has completed her degree. She is 40 years old. She is married and her husband works in a private company. She has two children one boy and one girl. When she was a teen, very few people had cars, and if they did, it was mostly Ambassador. In her own words she said that I love driving very much and so when I turned 18 I went to driving school and took driving license within two months. I wished that I could stand on my own legs; I wished to have my own earnings. While trying to do any job I heard about government initiative of the taxi project. And by seeing the aim behind this project as ensuring the safety of women I felt to be the part of it. In this way I wished to become a taxi driver but at first I also felt what the society would think if I would be a taxi driver or what would they think of me when I would go for night rides. But my family supported me a lot my husband and children supported me in my decision to enter in this job. For this Maruti Suzuki provided the car. And for buying it I had to take loan from Kerala State Women Development Corporation (KSWDC). I had to keep my property as security for the loan in the the Kerala State Women Development Corporation (KSWDC).

The authorities said that we drivers will be given proper training regarding the soft skills and self defense GPS systems web mobile based convergent technologies which help to track and monitor the vehicles etc. but the training was not as beneficial as it was said.

At first when this project started we were little upset because the project didn't have proper monitoring. She asked me that you know that there are many rickshaw stands, taxi stands, bus stands but did you find any she taxi stand? No you may not because there is no she taxi stand. At first I didn't get any trips because the people used to have doubt on our driving .no women used to approach us for our service. But by this misty situation I didn't lose my hope as you know that failure is the next stepping stone to the success. With this mentality we went forward. We in front of press and media struggled hard for making this project a success .we brought in to light the problems faced by women during night travelling about all the positive sides of this project. And also said that more women should come forward in this project and make it a success. In this way many women came forward in this project as drivers. In this way we started getting the trips. Initially there were about 25 cabs and later on one by one at least 17 to 18 cab drivers had been withdrawn from this field. These drivers were discouraged as they were not getting regular

trips and income so that they found it difficult to repay the loan taken to purchase the car. More over the government authorities also were not extending any support to them. Thus they lost hope in this profession. Many of the women's who were in this project were striving for their livelihood. The income gained was hardly enough for meeting the household expenses, children education etc. my situation was also somewhat the same.

One of the main reasons is that the online cab services like Uber which government helps runs on the autorikshaw charge. People always like to hire cheaper services. We have taken loans to buy this car from Kerala State Women Development Council (KSWDC) .The EMIs of car loan is been pending from months together .some others with no assets to pledge have taken loan from private banks. For them the situation is more serious as the private banks charge exorbitant rates of interest for the loan.

KSWDC had given loan to the beneficiaries at 8 percent interest with a payment period of six years .we are struggling to eke out a decent living through she taxi .If we earn Rs. 40,000 a month from this we have to pay Rs.14,000 as EMI of loan. Thirteen percent from the profit has to be paid to the call centre which directs the call to us. Eight percent has to be allocated to repair works and interest rates. After all these, we do not get anything for ourselves.

I had sold my ornaments to repay the loan or else I would lose my asset. My family would become homeless. Many of my friends had now opted from she taxi project and now attached their services with uber online cabs. And many of them told me to come and join the uber services. They told me that their situation is far better than they were in she taxi project .they could earn their daily means. They are happy driving as uber cab driver.

But I didn't like to shift to uber from she taxi cab services because my mind didn't support me to make a shift towards other online cab services. Because the she taxi is the Indias first safe taxi service enabled for women. Our service is opened for the passengers for 24 hours. There are some passengers who approach me for my service and they like my service.

Every day I get up early in the morning cook food make breakfast and Tiffin's ready for my children on time. In between his all I have to attend the functions or household work and then go for work .while going to work I don't know how much I can earn a day but only the positive side is that I have made many friends. I love long distance travelling so whenever I get long distance

trip I go for it. Sometimes I get night rides also and I do go for it at that time many people ask me why are you doing this job? This driving is very risk job for women. This job is meant for men not for women. This men and women inequality should be removed from the minds of the people in the society.

Even there are various advertisements in our channel which shows how the society has been constructed the difference of men and women. If a boy cries the elders says to him that boys don't cry. Such differences should be removed. Being there in this project I also face many problems from the society, police officials etc. but I don't mind what others say and I have a firm belief and faith in myself. And my family gives me great support and they are there with me in my each and every situation. So then I don't need to bother what others say or talk about me.

This she taxi project is not helping me to eak my daily earning but this project had created in me some positive effect and made me to be self empowered. Now I have also learned to leave in dangerous situations and also learned to come out of such situations. So I haven't given up myself from this project.

We have written many letters to the chief minister but it was of no effect no one is there to whom we could address our problems. I am still stuck on to this project because I hope that in future this project will be a great success. The government authorities will take in to concern about our problems and make the she taxi project a great success.

CASE NO. 5

Another woman in my study is a continuing cab driver who is from Kollam. She is married and has one daughter who is in 5th standard. Her husband is the private company worker in Trivandrum.

She explained me that she is there in this project from last two years. And also said that many women had been dropped out from this project as not satisfied with the income gained from she taxi project. She said you may ask me that if so then why I am still continuing as she taxi cab driver in Trivandrum. She explained me the reason why is she still continuing in this field.

She said in her own words that I love travelling very much. From my childhood itself I used to read travelogues and was very interested to travel along places and also liked to drive. And I also had wished to buy my own car. And with this aim I came to know about this project and I thought that there is a need to dispel certain notions about how women cannot take up certain profession. My husband is my great support. He encouraged me to enter in to this field but some of my family members were against my wish. Still my parents and husbands encouragement helped me to enter in to this field. I bought a car which was provided by Maruti Suzuki. I didn't take any loan to buy the car because my parents and my husband funded me to buy the car. It was said that training will be provided regarding the driving safety and how to handle the passengers etc. But it is not all correct and I didn't need training because I know driving and also have the driving license. In this way I became a she taxi driver. I was very happy and enjoyed my profession. Most of our society people treats woman as marginalized community and do not encourage them to come forward in the social settings. Now a day a girl alone cannot go outside her house after six o clock. Women always face the problem of insecurity. If a girl go out alone in the evening the people questions her personality and say that she is not a good women. Not only this but a women cannot alone travel through the road we now hear many cases like rape, kidnapping, sexual harassesment etc and in this time when the she taxi project was introduced I felt it would be good to enter in this project and in this way I could also help woman passengers by ensuring safe driving. But in every job sectors we can find that there will be some kind of risk and problems. In the same way we all cab drivers mostly faced the same problem. As being married the responsibilities are more I have to look after my in laws and my children. I have to get up in the morning cook the food before the children get ready for going to school. And after

all this I have to go for my work. And after coming from a load of work in the morning we have to sit long time waiting for the passengers and get fairy. we do not have any taxi stand where I could park the car. I park my car near sometimes near Techno Park or near any tree shade. I hardly got fairy at the starting but when people started approaching me they were satisfied with my driving and in this way I started getting some permanent customers. But that was not enough for leading my life. In this present world nothing is going to happen only by one member earning in the family both husband and wife should have job to earn their living. By getting two or three trips is not enough so then I also started canvassing people to approach for my service by giving them the promise of safe driving. Some passengers approached me in this way and some passengers refused my fairy because they believed that driving is not meant for women it is male oriented work and they were afraid of entering in my car because they had a fear and doubted that can I drive properly or not. But as I said I have some regular costumers they are really satisfied with my driving and said that I am doing a great job. They also ask their family members and friends to approach me for the fairy. This is not enough for the living. Sitting in the same posture for long time is bit difficult because I have leg pain and so now I am using knee pad due to pain. Many of my friends have shifted from this she taxi project and joined uber taxi services and say that their situation is better from that of she taxi service. They are satisfied with uber taxi services and they are also calling me to join uber. But I didn't wish to shift because I think that she taxi is very good and innovative project but the problem exist is that there is no proper model to follow .and also we do not have any taxi stand and toilet facilities. If these problems will be considered by the authorities and try to solve it I know that it will be a great success and I am waiting for it and also hope for good. Not only myself but many of my friends who were in this project and now dropped out from this project wish to continue if the officials take in to consideration our problems.

From this case I can analyze that this she taxi project which was envisaged for the upliftment of women in the society is a failure because of no proper modeling to emulate. So if the authorities look after the problems of the cab drivers and provide them necessary facilities the project will be great success.

CASE NO 6

The last case in my study is the women cab driver who is still continuing in this project. She is from Trivandrum and she is 33 years old. She have eight years old daughter. Her husband is an electrician. She in her own words told the reason why she opted this job and still continuing in this field though there are many difficulties.

She said that she is a college dropout. She was interested in driving and wanted to be empowered. And at that time the Kerala government introduced the she taxi project with the view of empowering women. At this time I thought to enter in to this project as I loved driving. I got my driving license at the age of 22. I felt that this project would open a different world for me. But when I asked my family members on my choice of work some of them refused me to enter in to this project. They told me that it's not so good job. How could you think of selecting this job? This job has risk. You will have to go to night rides it is not so safe especially we women's should not enter in to this job. And if I go to night rights the society people will blame you, they may raise questions on your character .in this way I heard lot of oppositions while entering in to this field. But my strength is my husband when the other members of my family were against my wish my husband stood with me and said don't mind what other say and in this way my husband stood with me.

And in this way I entered in this project. Besides economic stability it gave me the opportunity to be empowered. I buyed the car by taking loan from Kerala State Women Development Corporation. The car was provided by Maruti Suzuki. And in this way I started my journey in this field. But after entering in to this field I was confused because there was no taxi stand or any rest place for we she taxi drivers. And so it became difficult for me to manage because as no taxi stand I used to park my car near any junction or near any shop and we used to receive the message from the call center about the trips and so when we receive the message we used to hurry up to pick the passengers from where they are standing. Sometimes we became lat to pick them. And this was the main problem which I faced. I hardly got two or three trips daily though I felt that I was empowered in this project I couldn't earn sufficiently. Once I got foreign passengers for the fairy. I loved to take them because they are very well mannered and we can also learn a lot from them. And from that time foreign passengers are my favorite.

It true that we she taxi drivers were not given proper training as it was shown in the television and newspapers. It was just for bringing the fame for the project.

She says. “Once you take up the challenge you have to face it. Every job has an element of risk”. Major problem is that we could collect the passengers only when we could receive message in our mobile. If we pick passengers from any junctions the male taxi drivers do not allow us to make the fairy. They start insulting us and use abusive languages and treat us as if we have done any big mistake. So it is very difficult for us to make our earnings. I had faced lot of insults from this male drivers but I didn’t lose my hope. We have to change the mentality of the people. There are many people who still view that women should only do the domestic work and look after their children. We have to change this concept. We have to change this mentality of the people. Women have to come forward and participate in all the fields. You may have heard about the incident that had happened on Kozhikode railway station. The she taxi driver was harassed and insulted very badly. The male cab driver forcefully took away her car key and used abusive words. No one helped her in her worse situation.

Not all but there are many police officials who also insult us and talk. When we go with a complain they tell us is there any need to do such jobs its better that you remain in the house look after your parents husband and children. Why do you want to disturb us? In this way some police talks and behave to us. No one is there to whom we could address our problems.

I am striving hard to make my living. I have one daughter; I have to look after my mother in law who is not well. And for all this my income is not enough. I have to pay loan to Kerala State Women Development Corporation. In this entire situation I don’t want to go out of this projects and I found that those who had joined the uber cab services their situations are far better from that it was in she taxi project. My husband told me to make the shift to uber but my mind is not allowing me to shift towards uber. Because when you see that government of Kerala had brought the first project with the aim of empowering women. And we have to take this project to great success.

But the present situation is not like this. The people who brought it are not paying attention to it or they are not addressing our problems. We have written a letter addressing our problems to our chief minister let’s see weather take our problems in to consideration or not.

This she taxi fleet which was initiated by Gender Park is being a failure but if the authorities consider the reason for failure and supplement these issues by building up a taxi stand and a rest house with toilet facilities and provide them proper training this she taxi project will be one of the great success.

CHAPTER V

FINDINGS, SUGGESTIONS AND

CONCLUSION

FINDINGS, SUGGESTIONS AND CONCLUSION

In this chapter I am dealing with some of my findings, suggestions and conclusion.

FINDINGS

- No proper model to emulate as She Taxi project is a pioneering initiative of Kerala Government.
- No proper training was given to women drivers of the She Taxi project even though such claims were made by the authorities concerned in TV and news papers
- The She Taxi drivers didn't have any specific taxi stand so that the women passengers can easily locate them.
- They didn't get enough trips. Because people thought whether it was safe to hire the cab where a woman is the driver.
- She Taxi drivers strived hard to gain popularity and acceptance among the prospective clients.
- The effort taken by She Taxi drivers to popularize were not successful mainly due to inadequate from Government authorities.
- Due to insufficient income many of the cab drivers had withdrawn from the project.
- Many cab drivers were striving hard for their livelihood as they had meager income from their job. They also had to spend money for the repair of the vehicle.
- Many of the She Taxi drivers lost their assets as they could not repay the loan taken to buy the car. Most of them pledged their land as security in the bank.
- They faced many problems from the male taxi drivers. Many male drivers insulted them and used abusive language as they treated the women drivers as their competitors.
- Generally the police officials didn't give them any support when they faced problems from male taxi drivers or anybody else including the passengers.
- Many of the She Taxi drivers developed health problems like back pain and urinary infection as they had to sit in the same posture for long time as part of their job

- Lack of social support was felt by the subjects of this study. Many drivers were restricted to enter to this job by their family members. Many women were told that it was not safe to be in this profession because many men still view women as marginalized and weak.
- People raised doubts on their character She Taxi drivers while going to night ride.
- People who brought the project are moved on, so the cab drivers are caught up in mess.
- Some of the She Taxi drivers entered in to new fields of work in order to support themselves and their family.
- The change of Government in the State also adversely affected this project as the new Government had little interest in this.

SUGGESTION

- Proper monitoring of this project by the Kerala State Women Development Corporation (KSWDC) is needed to support the She Taxi drivers.
- She taxi drivers should be provided specific taxi stand and a rest place with toilet facilities. Because as they do not have taxi stand to park their car and are now forced to park their car under any tree or near any shop etc. They do not even have toilet facility which can cause diseases like urinary infection, back pain, joints pain etc.
- Proper training should be provided on how to deal with the passengers and how they can deal with the dangerous situations etc.
- Continuous monitoring and evaluation of this programme should be done at regular interval to support a long and sustainable impact.
- Government should support them to repay the vehicle loan.
- Bank should give them some concessions in the interest rate of loans of the She Taxi drivers as this is an entrepreneurial project.
- KSWDC should give publicity regarding the advantages of this project in the mass media.

CONCLUSION

While several projects have encouraged women to participate in development and decision making processes by specifically targeting them, it is now recognized that a more gender-focused approach is necessary. Women's groups do provide a forum for women to come together, share ideas, exchange information and develop a support network. Yet strategic shifts in access to resources and benefits can only emerge and be sustained if men too support such a shift and take on a more equal share of productive and reproductive work. If gender equality is to be achieved there is need to pay attention to the interests of women, but also to men and to shifts in gender relations occurring on account of contextual changes.

She Taxi drivers also deserved more support from the banks and other agencies that gave loan to purchase vehicle. As it in an entrepreneurial project it required some time to get established. Therefore, more time should have been given to them to start the repayment of the loan.

She Taxi project was a good and ambitious project which was a failure due to the absence of proper monitoring from the part of Kerala State Women Development Corporation (KSWDC). Otherwise it would have been novel initiative that promotes economic and social empowerment of she taxi drivers. Moreover it could be a good facility that can ensure the protection of women passengers in the state. The project will be also a part of larger movement towards women's equality of job opportunity and it will also increase the role of women in public.

BIBLIOGRAPHY

- Abelson, P. (2010). Governance and Economics of the Taxi Industry with Special Reference to Sydney
- Dr.Gyanmudra, “Development of Rural Women Entrepreneurship”, Daya Publishing House
- Gupta V.S., "Capacity building for effective empowerment of women", Kurukshetra, 50, No. 8, June 2008, p. 47.
- Nandan “Fundamentals of Entrepreneurship”, Phi Learning; 3rd edition(June 3,2013)
- K.pradeepkavya, ‘She Taxi to roll out in Trivandrum next month’, The Hindu, 2013 october16
- K.V.Arun and HarisUnnipulan ,Women Entrepreneurship in India with special reference to She Taxi Project, Kerala; Zenith International Journal of Multidisciplinary Research – ISSN2231-5780 vol.5(11),November(2015), pp.1-16
- Kaur Gaganpreet and SinghSukhdev, Women Entrepreneurs in India: Problems and Prospects, Journal of Humanities and Social Science, Volume -1(2013),ISSN 2320 -9631
- Kolas, Åshild & LegiaLyngdoh, 2012. Gender, Empowerment and Conflict: Experiences from Northeast India, report from workshop on Gender, Empowerment and Conflict, Shillong, August 2012. Oslo: PRIO.
- Kumari R.R and Yadav K.N., “Economic Reform and Empowerment of Women: Issues, Options and Concerns”, in Thakur N.K. and Thakur R.N. (eds) Impact of Economic Reform Policies on Dalit and Weaker Sections, Deep & Deep Publications, New Delhi, p. 106, 2008.
- Kumari, N. (2012). Radio Cabs in Delhi-A Confluence of Government, Market and the Public. Centre for Civil Society, Researching Reality Summer Internship Working Paper
- Menon Leela, “Women and Social attitude”, Kerala Calling, March 2004,p.5
- Miranne, Kristine and Alma oung (Ed) Gendering the City: Women, Boundaries and Visions of Urban Life. Lanham: Rowman and Littlefield, 2000.
- Mokta Mamta, Empowerment of Women in India: A Critical Analysis; Indian Journal of Public Administration; vol.9,p.474, 2014
- Mridula Velagapudi, Women Entrepreneurship “Create Space Independent Publishing Platform.

- N.Smitha, She Taxi takes mobile route for booking now, WWW.deccanchronicle.com, 23 June 2017
- Nadkarni .A.Sulochana,(1983).Women Entrepreneurs A Socio-economic study of Pune city, The Economic Times,p.9.
- P.Jose, Kumar Ajith and Paul T.M., (1994) “Entrepreneurship Development, Himalaya Publishing.
- Sharma Arpita, "Women Empowerment: Milestone and challenges", Kuruksheetra, Vol. 59, No. 11, September 2011, p. 11-12.
- She Taxi Service flagged off in Kerala, www.technoparktoday.com
- She Taxi Service is launched in kochi, WWW.wearthecity.in ,20 May2014
- Shi, Y., & Lian, Z. (2016). Optimization and strategic behavior in a passenger–taxi service system. European Journal of Operational Research, 249(3), 1024-1032.
- Singh Pooja and SinghalRekha, Priyadarshni Taxi Service:Steering the Wheel vol.5, issue02, p.91
- Staff Reporter, On second anniversary, She Taxi a burden for drivers , WWW.thehindu.com ,2017 January 22
- Sunman Panucha and AnkitaKhatik, “Empowerment of Rural Woman”, Social Action, Vol. 55, p. 349, 2005.
- Suresh Jayasree, “ Entrepreneurial development”, Margham Publications
- The Gender Park : A Kerala Model of Gender Equality, WWW.icge.in
- The Gender Park –Department of Social Justice ,She Taxi ,genderpark.gov.in
- U. Koko, “Empowering People for Health and Family Planning”, IASSI Quarterly, Vol.11, p. 2, 1992.
- UpadhyaReecha,Women Empowerment in India;An Analytical Overview , p .1
- V ShantaArakeri,Women Entrepreneurship in India,abhinav Journal, Volume-1,ISSN2277-1182
- V.S. Ganeswamurthy, “Empowerment of Women in India—Social Economics and Political”, New Century Publications, New Delhi, p. 4, 2008.
- Vijayakumar and S. Jayachitra, Women Entrepreneurs in India- Emerging Issues and Challenges Volume -1(2013),ISSN 2230-9926

WEB RESOURCES

- Women's taxis are struggling to make end meet, [https:// m.rediff.com](https://m.rediff.com) ,13 January 2013
- 'She Cabs' a big flop in Hyderabad, WWW.timesofindia.indiatimes.com ,10June 2016
- "She Taxis" of Kerala will now become car pool facility too, Thiruvananthapuram, WWW.firstspot.com ,19 December 2013
- Antony Toby, Going gets tough for She Taxi as online cabs thrive, WWW.newindianexpress.com , 16 November2016
- Banerjee Paulomi, Women at wheels: How do they handle bias and threats on road, WWW.hindustantimes.com ,15February2015
- BanerjiGaurango, 'She Taxi for a Safer She', December15, 2015, www.topspeed.in
- <http://www.thehindu.com/news/cities/Thiruvananthapuram/safe-and-efficient-shetaxis-already-a-hit/article5550099.ece>
- <http://beta.mangalam.com/women/womens-world/139128#sthash.EKi17jIG.gbpl>
- <http://www.thehindu.com/features/metroplus/society/the-she-brigade/article5325722.ece>
- <http://www.omantribune.com/index.php?page=news&id=155154&heading=India>
- http://www.khaleejtimes.com/kt-article-display-1.asp?xfile=data%2Finternational%2F2013%2FNovember%2Finternational_November202.xml§ion=international
- <http://www.mathrubhumi.com/english/story.php?id=141404>
- <http://www.thehindubusinessline.com/news/states/kerala-moots-she-taxi-to-drive-gender-parity/article5335603.ece>
- <http://www.newindianexpress.com/states/kerala/Kerala-to-launch-taxis-by-women-for-women/2013/11/08/article1879648.ece>
- <http://www.mathrubhumi.com/online/malayalam/news/story/2607166/2013-11-09/kerala>
- <http://www.youtube.com/watch?v=BkhWMByyE2M&feature=youtu.be>
- <http://www.youtube.com/watch?v=s3qwVtV5GhU&feature=youtu.be>
- http://www.khaleejtimes.com/kt-article-display-1.asp?xfile=data%2Finternational%2F2013%2FNovember%2Finternational_November349.xml§ion=international
- <http://www.gulf-times.com/india/185/details/371361/actress-endorses-%E2%80%98she-taxi%E2%80%99-project>
- <http://mathrubhuminews.in/ee/ReadMore/3252/she-taxi-starts-functioning/E#.Uoy5-RbNa4s.facebook>
- <http://www.youtube.com/watch?v=qAyzXbSqsI8&feature=share>
- <http://ibnlive.in.com/news/she-taxi-kerala-governments-pink-and-white-allwomen-taxis/435147-62-126.html>
- <http://keralabiznews.com/5077/she-taxi-service-hits-thiruvananthapuram-roads>

- <http://www.tourismindiaonline.com/detail/index.php?cnws=44&crnpg=othernews>
- <http://www.technoparktoday.com/taxi-service-kerala-launched-trivandrum/>
- <http://www.deccanchronicle.com/131124/lifestyle-offbeat/article/putting-women-drivers-seat>
- <http://www.manoramaonline.com/advt/movie/IFFK-2013/delegate-article-9.html>

APPENDIX

INTERVIEW GUIDE

SHE TAXI PROJECT: PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS.

1. Name
2. Age
3. Religion / caste.
4. Education.
5. Marital status.
6. Number of children.
7. Earlier occupation.
8. Ownership of house: owned/rented.
9. Context in which entered this sector.
10. Mode of purchasing vehicle.
11. Factors that pulled the women cab drivers out of their enterprise
 - (1) Inadequate income to support family.
 - (2) Availability of other sources of income.
 - (3) Any social stigma.
 - (4) Lack of family support to continue this profession.
 - (5) Lack of enthusiasm and interest.
 - (6) Lack of time.

(7) Fear of accidents.

(8) Misbehavior of costumers.

(9) Harassment from police or other officials.

(10) Difficulty to handle both domestic and job responsibilities.

12. Factors that motivate some of the cab drivers to continue in this project

(1) Passion towards job.

(2) Unwillingness to quit the job in the middle.

(3) Hope about the future that things will improve.

(4) Ability to face challenges.

(5) Acceptance from society (neighbors, peer, public etc).

(6) To avoid financial burden by quitting in the middle.

(7) To avoid criticism from family members and others.

(8) To find an income to repay bank loan.

(9) Support from the family – Husband, children, own

Parents, siblings, in laws, other relatives.

(10) Passengers support towards drivers.

13. Problems faced by the cab drivers continuing in this project

(1) Hostile behavior of passengers.

(2) Lack of support from government officials and police.

(3) Security problems.

(4) Uncertainty about future.

- (5) No fixed working hours.
- (6) Health problems and treatment expenses.
- (7) Lack of ability to manage both household and job together.
- (8) Criticism from family members while compromising with domestic responsibilities.
- (9) Limited financial return in contrast to the effort taken.
- (10) Lack of ability to repay bank loan correctly.
- (11) Lack of availability of proper training from the concerned institutions.
- (12) Anxiety about how long they will be able to continue in this field.
- (13) Technological barriers.

14. Alternative engagements taken up by the discontinued cab drivers

- (1) Self-employed.
- (2) Trying to acquire more skills.
- (3) Unemployed and remain as homemakers.
- (4) Considering returning to the same field.
- (5) Searching for better job opportunities (government jobs, I T sectors, or any other improved jobs).
- (6) Making preparations to start a new venture.