We are now living in the age of aggregating companies in transportation sector like Uber and Ola. The growth is high in this service sector as the number of users availing taxi service increases day by day. Due to the shortage of the parking slots in urban areas and due to heavy rush in the roads people who own cars also depend on taxis, at times, to commute.

‘A driving license will help me find opportunities for livelihood’- It is from this idea, we thought about extending training in driving to women. Moreover, we understood that there are many women travelers who prefer to travel in the cars driven by women chauffeurs. This also lead us to make such a decision.

During 2012 itself, kudumbashree had conceived the idea of ‘Kudumbashree Travels’ and the project was primarily implemented. Some of those who received training in driving in 2012 - 13 had availed bank loan and bought cars of their own. 18 of them are still working in this sector.
Once I happened to travel in one of the taxis of our ‘Kudumbashree Travels’ entrepreneur, she told me that “I was able to construct a small house of my own because of this car”. She said this to me with sheer pride and happiness. There are 5 Kudumbashree Travels in Thiruvananthapuram, 2 each at Kollam, Kasaragod, Kottayam, 1 each at Ernakulam (unit of 6 members) and Kozhikode districts.

It is during 2017, that we decided to give training in driving to more women, thereby aiming to create more job opportunities. Just like our homestay project (mentioned yesterday), Kerala Academy of Skill Excellence (KASE) gave the financial assistance to Kudumbashree for extending this training. As of now, 372 women from all over the state had been given training in driving. They learned 3 or 4 wheeler as per their choice. So we have auto rickshaw, car and even heavy vehicle women drivers. Out of the 372 women who learned driving, 226 had secured driving license till date and 67 had started their work (as driver) in this sector.

We aim to train at least 500 women in driving by March 2020. Our target is to make at least 200 of them to buy vehicles of their own and start service enterprises. Though we had not decided about branding and aggregating services under ‘Kudumbshree Travels’, we would certainly achieve the aim of making 500 women find their livelihood from this sector (as drivers) for sure.