

GAWDE LAUNCHES GOENCHE-E-SARATHI INITIATIVE

Panaji, [August 15, 2024](#)

Minister for Rural Development Shri Govind Gawde officially launched the Goenche-e-Sarathi initiative that aimed at promoting sustainable urban mobility, [today](#) at Panaji. This project, led by MP Ensystems Advisory Private Limited in collaboration with the Goa State Rural Livelihood Mission and the Rotary Club of Panaji, focuses on smart delivery services using two-wheeler Electric Vehicles (EVs).

On this occasion Minister for Rural Development Shri Govind Gawde also handed over five E-Bikes to the SAKSHAM Cluster Level Federation. In his speech, the Minister emphasized that while the State Government has launched various initiatives and schemes to empower women, it is equally important for women to use their creativity, ideas, and hard work.

He noted that in every business, there are both profits and losses and advised that experiencing losses should not lead to abandoning the business; instead, gaining experience over time is crucial for achieving success. Shri Govind Gawde highlighted the project's potential to reduce carbon emissions while empowering women-led businesses in Goa.

Smt. Deepali Naik, Project Director, DRDA South, praised the initiative for fostering local economic growth and sustainability.

Dr. Mahesh Patankar, Managing Director of MP Ensystems, affirmed the company's commitment to developing innovative measures where women-led businesses can tap into new opportunities, such as e-delivery in the e-commerce market. He concluded his remarks with "MP Ensystems will continue to support such efforts across Goa, particularly in collaboration with the Department of Rural Development Agency (DRDA) and other stakeholders, including the Goa Energy Development Agency, Goa Electricity Department, and the Transportation Department."

Also present on the occasion Dr Raghuvir Salkar, President Rotary Club Panaji, Shri Gaurish Dhond, Past District Governor, Rotary International 3170, Smt Adeline Natty Fernandes, Chairman, Saksham Cluster Level Federation.

The Goenche-e-Sarathi project is operated by the Saksham Cluster Level Federation. By enabling women riders to take charge of last-mile delivery services, the initiative not only promotes eco-friendly transportation but also enhances economic independence for these women. The initiative is supported by technology partners The Earthaware.co and The Energy Company, further enhancing its focus on sustainability. Goenche-e-Sarathi represents a significant step forward in Goa's efforts to promote sustainable urban mobility and empower women through new economic opportunities. Support and collaboration from local businesses are essential for the growth and success of Goenche-e-Sarathi. Partnerships with other delivery services and tie-ups with local businesses will help expand this initiative, benefiting more people and promoting a greener future.

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