

SOCIAL ENTREPRENEURSHIP

## Let's promote motorised rickshaws: NARI director



■ Dhiraj Dolwani being given the social entrepreneurship award.

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**LUCKNOW:** Pedal rickshaws are supposed to be the best pollution-free mode of transportation. But now we need to promote the motorised version in order to make the job less tedious for the rickshawpullers, said Anil K Rajvanshi, director and honorary secretary of Nimbkar Agricultural Research Institute (NARI).

He said this while delivering keynote address at the northern region HR summit on 'Striving for Change through Social Entrepreneurship' held on Saturday. "The little technology could trigger a big change and also bring a humane touch in the life of the rickshawpullers," he added.

He had even made a model of motor driven pedal rickshaw and floated the idea. But none came forward, he rued.

Organised by Lucknow chapter of National HRD Network, the summit was aimed at bring-

ing change through social entrepreneurship. "Priced at ₹35,000, the three-speed gear fitted motored pedal rickshaw would make life easy for rickshawpullers. They will just have to switch on the motor when the road is tough," he said.

Rajvanshi said: "India cannot progress without rural development. With 65% of country's population residing in rural India, their interest needs to be protected. Promoting social entrepreneurship in rural area is a must. Gandhiji was the biggest social entrepreneur and thus, the corporate world must cut on their profitability and give something back to the society."

Dhiraj Dolwani, who runs BPO in rural area and is also a recipient of social entrepreneurship award has set up BPOs in rural Uttarakhand, trained locals and gave them employment. "It is a myth that rural youth cannot match the potential of urban youth. This I can say from my own experience," he said.