

Executive Summary



Did you know that about 13 percent of all Indian women have more than a primary school education (Velkoff, V. A. (1998, October)). This is due to barriers like financial costs, safety, and transportation. In addition, education is an important goal for the world. For instance, the sustainable development goals which consists of seventeen goals to help make the world a better place includes quality education as goal number four (THE 17 GOALS | sustainable development).. Then especially with girls these risks are even more prevalent. Parents are more likely to send their sons than daughters to school due to the financial burden. Also overall a girl is more likely to be assaulted while walking to school than a boy. For this reason parents may stop sending their daughters to school. Finally, there is not safe transportation for children to get to school. They either have to walk long distances to get to school or try to ride on a caravan that is overcrowded, which can lead them to falling out and dying (information gathered from our conversation with a local foundation in Rajasthan addressing education).

Our business idea will address these concerns. We propose a transportation system to deliver girls to and from school in Rajasthan in the Sheoganj block in the Sirohi District of Rajasthan. This way the girls will be safely dropped off at school and at home. As transportation is one of the main barriers to education for girls in India our venture called Parivahan will address this issue (Khan, W. H). We will also address safety by only transporting girls and hiring the dads of those girls as drivers to decrease their risk of being assaulted. In addition we will do background checks before we hire anyone to make sure they won't be a threat to our customers. Then we will address the financial burden of attending school by offering a sliding scale, meaning that families who can pay the full amount of \$.20 (based on the cost of public transportation) will and families that can't pay anything or very little will (TNN). This will help the family's value the service while paying a price they can afford.

Finally, to help subsidize our main service, while the girls are in school we will use the vans to provide a necessity delivering service for the community, this service would benefit and bring a lot of convenience for the local families, they won't have to travel a long distance to purchase the necessities. We plan to charge this service at a cheaper price of 15 USD based on the cost of groceries in India per month (Sharma, A.) , but it would also depend on what kind of products that our customers want us to deliver. We will also offer a tour service to subsidize our transportation service. This will be the main source of our revenue as we are catering to tourists who can afford to charge a higher price. We will be charging a higher price then other tour companies of \$100 per day due to our business having a social impact piece (Rajasthan tour packages - BOOK Rajasthan packages in 2021, upto 25% off).

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