

Think Pink Sri Lanka - Women Driving for Women



What is Think Pink Sri Lanka?

A mission driven solution to provide **safety for women** and a **sustainable income** for families living on or below the poverty line.

PINK TUK TUKS =
PERSONAL SAFETY FOR

300+
WOMEN & GIRLS
EVERY WEEK



Why Think Pink?

Over 90% of women have experienced sexual harassment on public transport in Sri Lanka.

Children from low income families are at risk of separation from their parents and each other. Single parent mums often do not have access to training for a sustainable income.

How do outcomes meet SIGBI goals?

Provide reliable and increased income for women.

Families lifted out of poverty, improving standards of living and health.

Prevention of family breakdown.

Women able to transport their goods to market boosting income generation.

Mitigating the risk of harassment on public transport for women and children.

Educating and training women in a male dominated occupation, increasing gender equality.

Enhancing self esteem.

Socio-cultural empowerment of women drivers as positive role models.

Safer journeys for women and girls to work and school.

Increased working time for mothers as children do not need to be chaperoned for safety.

Who will Benefit?

- Low income families.
- Single Parents.
- Women going to work.
- Children, especially girls going to school.
- Local Community.

How will we ensure sustainability?

- Drivers' rental fees are re-invested to maintain vehicles and buy more vehicles.
- Savings groups offer business and household budget training.
- Savings groups support drivers.
- Mentors provide psycho/social care.
- Tuk Tuk share scheme for use of vehicles to maximum potential.
- Work towards establishing women driving instructors.

Is it tried and tested?

- Think Pink is more than just an idea, it is happening now!
- Three mum drivers are piloting the scheme driving highly visible Pink Tuk Tuks.
- School runs are reliable and a main source of income, with retainers paid during the holidays.
- Mum drivers have waiting lists!
- Mum drivers now earn twice as much as they did before.
- The lasting legacy for future generations is protection for women and children, making women visible and giving them a voice.



What are the Costs?

- One Tuk Tuk £3,320** including purchase of nearly new vehicle, re-spray, insurance, registration, licence and service
- One driver training £80**
- Two salaries £2,300** Per year for local staff to project manage.

Potential Partners:



Friendship Link
SI Colombo