

**DIGITAL EMPOWERMENT FOUNDATION AND VODAFONE FOUNDATION LAUNCH
THE SECOND EDITION OF RED RICKSHAW REVOLUTION FROM AURANGABAD,
MAHARASTRA**

- *RRR 2 Celebrates achievements of 20 inspirational Women Leaders/Farmers across 8 states from West to East India*
- *RRR 2 to Raise awareness at the village level on issues pertaining to governance, women and agriculture*

New Delhi, November 28, 2014: The second edition of the '**Red Rickshaw Revolution' (RRR 2)**, was launched with an initiative to celebrate the achievements of ordinary women accomplishing extraordinary feats across India. Beginning the virtual digital campaign, the young woman Sarpanch **Anita Sankapale** from **Bhawan** village near **Aurangabad** was recognized for her commitment towards community development work and addressing basic infrastructure issues like permanent roads, street lights, water supply and sewage system in the village.

The much anticipated '**Red Rickshaw Revolution' (RRR) 2** campaign will virtually traverse 8 states and cover Alwar and Baran (Rajasthan), Mandvi (Gujarat), Raigarh (Chhattisgarh), Kolaras and Pohra (MP), Keonjarh and Bhadrak (Orissa) , South 24 Parganas and Kolkata (West Bengal), identifying and acknowledging Women leaders/ farmers from remote areas in each of the locations .

An initiative of the Vodafone Foundation, "Red Rickshaw Revolution 2' (**RRR 2**) replicates the spirit of **RRR 1** in its vision of empowering women of India. As the Indian government mandates that 50% of all village heads or Sarpanches be women, and 80% of all farmers in India are women, the focus of '**Red Rickshaw Revolution2' (RRR2)** is **Women leaders/Farmers and Agriculture**. The campaign celebrates achievements of 20 inspirational women leaders/farmers from various parts of the country.

As part of the '**Red Rickshaw Revolution' (RRR) 2** campaign, the **Vodafone Foundation** is also setting up physical infrastructure called '**Digital Resource Centres'** in each village visited during the journey and empowering women leaders / farmers by making them digitally literate.

The **Digital Resource Centre** will be one stop centre for women to learn using a computer, work together on social issues like child marriage and gender equality. It will also enable them to access information about various beneficial government schemes, to connect with other regional developmental programmes through the internet. The centre will provide **Digital Literacy Support** to disseminate governance and agricultural information. It is enabled with internet connectivity, a printer, and 5 android tablets.

Osama Manzar, Founder and Director, Digital Empowerment Foundation, said, "We want to make the establishment of digitally enabled Community Information Resource Centers a movement for each and every rural area which are disconnected. CIRCs are going to be 21st century's most basic infrastructure that we need for the masses living in remote areas of India and we all need to work together to make this happen".

The **'Red Rickshaw Revolution'** is a collaborative work of key partners who have provided active support towards this cause. The Vodafone Foundation would like to wish all the identified empowered women leaders success.