



Research Report Facilitating Female Mobility

Knowledge, Attitudes and Practices regarding
Female Mobility in Karachi and Islamabad
(2010)



For

Care International

June 2010

Presented by:

Shadab Fariduddin

Uzma Taha

Qasim Mumtaz

Ali Raza Chaudhry



Acknowledgements

We gratefully acknowledge the valuable support of Dr. Shahina Waheed, Gender and Diversity Specialist for her continuous support throughout the study.

We would also like to thank, Ghufuran Elahi, Monitoring and Evaluation Specialist. And Ms. Madiha Ahmed, Program Coordinator - Economic Empowerment whose guidance and cooperation in helped us throughout the research planning and management. Without their help, it would have been a difficult process.

Finally, special thanks are due to Mr. Shahzad Bukhari, General Manager – North, for his useful inputs throughout this research and the research team (both qualitative and quantitative) who have collected and analyzed the data of this document and related documents. (Ms. Uzma Taha Sr. Research Manager, Mr. Qasim Mumtaz Sr. Research Manager, Moin Fatmi Sr. Research Executive and Ammadur Rehman Research Executive) whose cooperation made this study successful and provided us the in-depth information for analysis.

Shadab Fariduddin

Group CEO and Lead Consultant

Ali Raza Chaudhary

Deputy Director Research Services



TABLE OF CONTENTS

ACKNOWLEDGEMENTS..... 2

DEFINITIONS 5

EXECUTIVE SUMMARY 8

INTRODUCTION 10

 BACKGROUND 10

 OBJECTIVES OF THE STUDY..... 11

 GEOGRAPHICAL AREA 12

 GEOGRAPHICAL AREA 13

 METHODOLOGY OF THE STUDY 14

 QUALITATIVE:..... 14

 QUANTITATIVE: 14

 LITERATURE REVIEW: 14

 IDIs - Face To Face Interviews:..... 14

QUANTITATIVE SAMPLE COVERED/ACHIEVED OF COMMUTER 19

ANALYSIS OF KEY INDICATORS..... 20

 ○ AN OVERVIEW -PERCEPTIONS ATTITUDES AND BEHAVIOR OF COMMUTERS..... 21

 ○ INSIGHTS 22

 □ *Female Students*..... 22

 □ *Working women* 23

 ○ REASONS OF USING PUBLIC TRANSPORT..... 24

 ○ GUARDIANS OF STUDENTS AND WORKING WOMEN..... 28

 ○ MONTHLY EXPENSE ON TRANSPORTATION 28

 ○ ROUTE MAP- COMMUTERS (WORKING WOMEN AND FEMALE STUDENTS) 30

 ○ RAWALPINDI/ISLAMABAD ROUTES..... 30

 ○ RAWALPINDI/ISLAMABAD ROUTE MAP 32



- KARACHI ROUTES 33
- KARACHI ROUTE MAP..... 35
- ROLE OF GOVERNMENT IN FACILITATING TRANSPORT SYSTEM 36
- THE DEMAND 37
- POSSIBLE PRICE/FARE OF THE SERVICE (ONE WAY) 38
- PERCEPTION OF AN IDEAL TRANSPORT (STUDENTS & WORKING WOMEN) 41
- AN OVERVIEW –PERCEPTIONS, ATTITUDES AND BEHAVIOR OF STAKEHOLDERS/ SERVICE PROVIDERS . 45
- VIEWS AND PERCEPTIONS BY PUBLIC TRANSPORTERS 46
- VIEWS AND PERCEPTIONS BY PRIVATE TRANSPORTER 48
- VIEWS AND PERCEPTIONS BY POLICY MAKERS AND TRANSPORTATION BODIES 52
- VIEWS AND PERCEPTIONS BY HR/ADMIN MANAGERS 54
- SEC WISE AND REGION WISE ANALYSIS 56**
- LITERATURE REVIEW 59**
- CONCLUSION & RECOMMENDATIONS..... 63**
- MODEL FOR FEMALE ONLY MOBILITY SERVICE..... 67**



Definitions

Working women (Non Managerial)

(Female FGDs) All those females who are non-managerial such as receptionists/ telephone operators / PA / cashiers /others such as beauticians /school teachers etc.

Means of transport public: Bus / Rickshaw/taxi /wagon etc.

Using public transport for 6 months or above

Guardian working women (Non Managerial)

(Male FGDs)All those males who have their consent in allowing their females to work

Using public transport for 6 months or above

Means of transport public: Bus / Rickshaw/taxi /wagon etc.

Female Students (School / college / Universities)

(Female FGDs)All those females who are studying in school / college/ universities etc.

Using respective transport for 6 months +

Guardian of female students

(Male FGDs) All those males who have their consent in allowing their females to go to school/college /university either by public transport or they drop their daughters/sisters/wives themselves

Public Transporter

Drivers of public transport such as mini bus, coaches, wagons etc.

Driving for at-least past one year or above

Private Transporter enterprises

Managers/ head of private transport such as Radio Cab, Metro Cabs, white cabs etc.

Managing transport system for at least 6 months or above

Transportation bodies

Members of transport unions / tanzeem who decides for transportation routes

Managing transport system for at-least past one year or above

Policy makers

Members of government services / ministry of transportation involved in transportation policies etc.

(Federal + provincial)



Private Transport taxi drivers

Driver of private transport taxi (3-4 people join for one transport)

Private Transport van drivers

Driver of private transport (van/Suzuki carry – for school / college / universities/ offices etc.)

HR/ ADMIN Manager

Human resource and admin managers of different organizations (dealing with women job). They have proper transport system for past 1 year.



Preamble

Care International is one of the world's largest private international humanitarian organizations, working in almost 70 countries around the world, committed to helping families (over 45 million a year) in poor communities to bring about lasting changes in their everyday life.

Care international has been working in Women development across the globe, for extension of their services; they had initiated or wanted to evaluate the existing female transportation system in Pakistan and wanted to pilot a female only transport service in two major cities Karachi and Twin city (RWP/ISD). Four Corners Group (FCG) being selected as a consultant firm for conducting this scoping study and providing their consultancy services, FCG conducted the study with the help of qualitative and quantitative model, in qualitative, we have conducted Focus groups and In-depth interviews while face to face interviews was conducted in quantitative phase.



Executive Summary

Key Findings

Overall, the female commuters of metro cities of Karachi and Islamabad are facing problems, mainly difficulty in availing a transportation service, late in reaching their educational institutions or work places, due to the shortage of transport on different routes.

It is more difficult for female commuters to come out of their homes and catch public transport, which is uncomfortable for them due to the poor transport system. A number of lady commuters can be seen at various bus stops trying to get seats in the public transport and waiting for hours to catch a van to reach their destination. Even when they succeed in catching a bus or van, they fail to find seat due to the shortage of transport.

The situation becomes more complicated for them during peak rush hours and office timings. Due to the shortage of vans and buses, most of women get late from their offices. The transporters only prefer to pick those passengers, who travel for short distances and avoid allowing long distance passengers, this happens for the fare.

Commuters urged the concerned authorities to take immediate action on the violation of rules, and called for launching more buses to overcome the problem. They suggested reserving special seats in sufficient number for ladies in public transport. Although the front seat in vans is reserved for women, the drivers allow men to take those seats due to which the women have to hire taxis, which are costly for them.

Traffic problems, are always bad in Karachi and have worsened in Islamabad recently. Years have gone by and no one in the federal or city government has ever bothered to improve the situation. Many commuters, including government servants, work in either Karachi or Islamabad face traffic problems first in the morning when they come to work and second in the evening when they go home.

These practices are common on routes like Pirwadhai to Secretariat, Sadar to Pirwadhai, Fiazabad to Rawat and Sadar to Tenchbahta (Islamabad City).

More over traffic jams on Il Chundrigar road, sadar and karimabad etc. (Karachi City) are commonly found.

Other problems include high fares and outdated vehicles. They also cram passengers inside and on top of their vehicles. The seats of these vans and buses are uncomfortable. The space allotted for female passenger is inadequate, causing additional problems. No transport service provides good arrangements for women.



The attitude of the van conductors is always harsh. This is another disadvantage for passengers. But, the most serious problems are that there is no schedule for public transportation. If you are traveling on public buses or vans, you don't know when you will reach your destination. Drivers remain at bus stops waiting for passengers, even though sitting passengers express anger because they are getting late. Until recently, a bus service was serving routes without any competition. Good-looking buses with beautiful advertising were filled with commuters.

Another problem for those using public transport is that whenever the price of petrol increases, fares are also increased. However, when diesel prices go down, fares do not go down. People might be willing to pay more for bus and van fares if the service was better. Authorities must turn their attention to this issue and redress these problems.

Hence, with so many shortcomings there seems a serious need gap for female mobility. However it is very imperative to facilitate it especially in metros. Commuters whether being a student or working women and even their guardians look forward to a transport facility that is specific to females. This would not only give females a relief but also would bring confidence to them in terms of work etc.



Introduction

Background

The following terms of reference outlines the activities and outputs for a consultancy to inform the efforts of USAID Pakistan Jobs to develop a Request for Proposal for a pilot project aimed at improving women's access to services, education, and economic opportunities by giving transportation companies (public and private) incentives to provide gender-disaggregated transportation facilities.

The challenges to narrowing the gender gap in Pakistan are numerous. However, mobility comes as one common challenge that impacts women's participation in education, the economy, and access to basic livelihood services.

Traditionally, cultural norms in Pakistan constitute that a women's ideal place is her home. This concept is more prevalent in rural areas. While it still exists in urban areas, the need for dual (or sometimes multiple) household incomes is pushing women to seek opportunities for growth outside their homes. It is socially more acceptable for women in these areas to venture outside their homes. Nevertheless, while being somewhat acceptable, the deep-rooted perceptions of society are reflected in the discrimination and harassment meted out to women who attempt to step out in public. This results in women's access to education, employment, training opportunities and available social services, being restrictive.









Women's immobility in urban areas in Pakistan can be attributed to the lack of decent, safe, and secure transportation facilities. To this end, it can be anecdotally deduced that the demand for women-only transportation facilities is very high, particularly in urban areas. Nevertheless, the demand has never been met neither by the private sector nor by public transportation companies.

Women-only transportation facilities have introduced in various countries including Egypt, India, Taiwan, Brazil, Mexico, Belarus, the Philippines, and the United Arab Emirates. In addition to being a socially inclusive solution, the experience in many of these countries proved to be financially viable as it supplies a culturally appropriate solution to a growing demand by men and women alike.

Objectives of the study

The goal of this consultancy was to develop a Scoping Study that identifies the two best routes to pilot women-only transportation facilities, identify key private and public sector stakeholders, and propose models for implementation. The Scoping Study should enable USAID Pakistan Jobs to develop an evidence-based approach to piloting women-only transportation facility through a local implementing partner. The specific objectives were as follows:

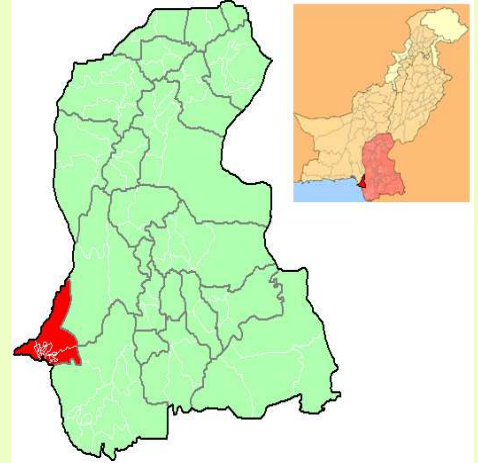


-  To study the various mechanisms of existing transport facilities that have the highest number of female passengers and identify two routes (one in Karachi and one in Islamabad) that the project could be piloted
-  To identify private sector transportation enterprises (this may include individual mini-van owners).
-  To test the private sector's willingness to provide economically viable women-only services.
-  To identify the private sectors needs to effectively provide women-only transportation facilities.
-  To identify public sector stakeholders.
-  To identify the public sector's willingness to provide women-only services.
-  To identify the public sector's needs to effectively provide women-only transportation facilities.
-  To identify two or three models for implementing the pilot project.



Geographical area

Karachi - Karachi is located in the south of Pakistan, on the coast of the Arabian Sea. Its geographic coordinates are 24°51' N 67°02' E. Most of the land comprised largely of flat or rolling plains, with hills on the western and Manora Island and the Oyster Rocks. The Arabian Sea beach lines the southern coastline of Karachi. Mangroves and creeks of the Indus delta can be found toward the southeast side of the city. Toward the west and the north is Cape Monze, locally known as RaasMuari, an area marked by projecting sea cliffs and rocky sandstone promontories. Some excellent beaches can be found in this area. Khasa Hills lie in the north west and form the border between North Nazimabad Town and Orangi Town. The Manghopir mountain range lies in north west of Karachi and between Hub river and Manghopir



Geographical area

Islamabad - Islamabad is located at [33°26'N73°02'E](#)[33.43°N 73.04°E](#) at the edge of the [Pothohar Plateau](#) at the foot of the Margalla Hills in Islamabad Capital Territory. Its elevation is 507 meters (1,663 ft.).^[20] The modern capital and the ancient Gakhar city of Rawalpindi stand side by side and are commonly referred to as the Twin Cities. To the east of the city lies Muree and Kotli Sattian. To the north lies the Haripur District of NWFP. Kahuta lies on the northeast, Taxila, Wah Cantt, and Attock District to the northwest, Gujar Khan, Kallar Syedian, Rawat, and Mandraha on the northeast, and Rawalpindi to the southwest. Islamabad is located 120 kilometers (75 mi) SSW of Muzaffarabad, 185 kilometers (115 mi) east of Peshawar, 295 kilometers (183 mi) NNE of Lahore, and 300 kilometers (190 mi) WSW of Srinagar, the capital of Indian Kashmir..

The area of Islamabad is 906 square kilometers (350 sq. mi). A further 2,717 square kilometers (1,049 sq. mi) area is known as the Specified Area, with the Margalla Hills in the north and northeast. The southern portion of the city is an undulating plain. It is drained by the [Kurang River](#), on which the [Rawal Dam](#) is located.^[21]

Islamabad's [micro-climate](#) is regulated by three artificial reservoirs; [Rawal](#), [Simli](#), and [Khanpur Dam](#). Khanpur Dam is located on the [Haro River](#) near the town of [Khanpur \(NWFP\)](#), about 40 kilometers (25 mi) from Islamabad. Simli Dam is located 30 kilometers (19 mi) north of Islamabad. 220 acres (89 ha) of the city consists of [Margalla Hills National Park](#). Loibher Forest is situated along the Islamabad Highway, covering an area of 1,087 acres.





Methodology of the study

Both Qualitative (In-depth Interviews and focus groups) and Quantitative (face to face interviews) methodologies were used to achieve study objectives.

QUALITATIVE:

1. Qualitative (In-depth interviews (IDIs) with public and private transporter, policy maker, transport enterprises personnel, HR/admin managers in different organization attached to the transportation handling and transport regulatory bodies).
2. Focus group discussion were held with working women who were not in position to afford personal transport/ cars/vehicle but using public or private means of transports (i.e. taxi, rickshaw, bus, coaches, van, etc.) in two cities (Karachi and Islamabad) and

QUANTITATIVE:

1. Quantitative Research Methodology including face to face interviews were used with both female and males whom female family members including mother, sister, wife or daughters are either working or traveling for studies and using pick & drop services.

LITERATURE REVIEW:

1. FCG reviewed the literature to identify the stakeholders, although stakeholders were divided as given in the IDIs but the change was expected prior to finalization of instruments. Literature review helped in identification of most suitable routes for the pilot study and the market readiness and acceptability for this intervention

IDIs - Face To Face Interviews:

A total of 40 in-depth interviews were conducted to collect responses. The responses help explore the effectiveness of current facilities and identify the gaps in transport system concerning female and barriers and limitations exists for women mobility in Pakistan.

The breakup of 40 interviews was as follows:

- Public transporter 05
- Private transporter enterprises 05
- Transportation bodies 05
- Policy makers 05
- Private transporters taxi drivers 05
- Private transporter van operators 05
- HR/admin manager (of different organization dealing With women job and their concern over women transportation) 10

DIs			
DI – Males	Karachi	Islamabad	Total



(30-40) years			
Public transporter	3	2	5
Private transporter enterprises	2	3	5
Transportation bodies	3	2	5
Policy makers	2	3	5
Private transporters taxi drivers	3	2	5
Private transporter van operators	2	3	5
HR/admin manager	5	5	10
	20	20	40

a) Definition of In-depth Interview (IDI)

- The In-depth Interviews developed environment and encourage respondents to interact and share their views without any fear.
- Sample locations were also very critical, it is always to ensure that it is in the project scope and outreach and representation of potential stakeholders or target group is possible.
- All respondents were screened prior to interviews using questionnaire specially designed for this purpose.

b) Time Duration

Standard IDI's usually lasts for 60 to 90 minutes. This time period was required to establish a rapport with the respondents to explore their depth beliefs, feelings, ideas and insights regarding the topic.

Focus group Discussion

The 16 focus group discussions (FGDs) were conducted to collect sufficient information regarding the effectiveness of current facilities and finding out the barriers and constraints of women transportation and mobility.



SAMPLE GRID	FGDs				Total
Users public transport Bus , Rickshaw, taxi, wagon etc.	Working women (Non Managerial) (20-30 years)	Guardians of working women (30-40 years)	Female Students	Guardians of female students	
Karachi	2 groups BC	2 groups BC	(1 AB 16-18 yrs.) Public (1 BC 19-22 yrs.) Van	2 groups BC - Self drop -Public /van	8
Islamabad	2 groups BC	2 groups BC	(1 AB 16-18 yrs.) Van (1 BC 19-22 yrs.) Public	2 groups BC - Self drop -Public /van	8
Total	4	4	4	4	16

a. Time Duration,

A comprehensive focus group discussion lasts for 90 to 120 minutes. The specified time period is necessary to establish a rapport between respondents and to explore their depth beliefs, feelings, ideas and insights regarding the topic.



QUANTITATIVE PART - FACE TO FACE INTERVIEWS:

This part of the survey collected the findings of qualitative phase and a questionnaire was developed to quantifying the results. The target audience of this phase were working women and female students of both cities, male whose wife, sister, mother and school going girls who are dependent on public or private transports i.e. cab/taxi, van, bus, coaster, pick and drop service providers, etc.

In all 765 Sample Size (equally splits into male and female) was planned to obtained statistically significant findings at 95% confidence interval however Four Corners Group has done 808 Interviews as per following break-up.

Category	Category	Karachi	RWP/ISD	Total
Household	Working women	93	96	189
	Female Student	96	112	208
	Guardian	96	80	176
Commercial	Taxi Driver	62	46	108
	Van Operator	34	47	81
	Bus Driver	46		46
Total		427	381	808

a. SAMPLING RATIONALE

- Generally the factor of homogenous between different operators and need of working women/female students and transport operators within same cities is high, hence lesser deviation of data/findings being observed in previous studies of similar nature which allow us to take even smaller sample size for reaching 95% statistically significant confidence interval
- Suggested sample size was statistically significant and sample size was designed on 95% confidence level interval.
- Sample size for this phase needs to be extensive.
- Sample size was statistically significant and representative to population.



b. METHODOLOGY (Face to Face Interviews)

- This was a pure random survey with no specific quota.
- Each city was divided into 4 regions and 7 to 8 interviews of each segment (i.e. males, working women, female students, and private transporter will be selected from each part to get appropriate representation of each area to finding out the best route where transport facility can be provided.
- Respondents were selected only through screening questionnaire.
- Structured questionnaires were used in digging all the required information designed in consultation with client.
- Four CG developed a questionnaire in consultation with client and conducted pre-test before final execution in field.



Quantitative sample covered/Achieved of Commuter

Category	Category	Karachi	RWP/ISD	Total
Household	Working women	93	96	189
	Female Student	96	112	208
	Guardian	96	80	176
Commercial	Taxi Driver	62	46	108
	Van Operator	34	47	81
	Bus Driver	46		46
Total		427	381	808

Further break up of Household and commercial is given below

Quantitative sample covered of Household

SEC	Gender			City		Age of respondent (s5)			SEC		
	Total	Guardian	Female	Karachi	RWP/ISB	16-25 years	21-40 years	25-40 years	A	B	C
	573	176	397	285	288	208	189	176	149	211	213
A	149	67	83	66	84	37	45	67	149		
B	212	49	163	103	109	85	76	49		211	
C	212	62	151	117	95	83	68	62			213

Quantitative sample covered of Commercial

Total	City		Category		
	Karachi	RWP/ISB	Taxi driver	Van operator	Bus driver
235	142	93	108	81	46



Analysis of key indicators

Attitudes and Perceptions Regarding Facilitating Female Mobility





Findings

This section includes information collected through both the qualitative methods (focus groups and in-depth interviews) and the quantitative method (face to face interviews). It is divided into the following sections:

o **An Overview -Perceptions attitudes and behavior of commuters**

The Division of Space in Pakistan is nothing different than other Muslim societies that woman is subordinate to men, and that a man's honor resides in the actions of the women of his family. Women are responsible for maintaining the family honor. She is confined to home in most of the cases. Home chores and managing children are her key responsibilities.

To ensure that they do not dishonor their families, society limits women's mobility, places restrictions on their behavior and activities, and permits them only limited contact with the opposite sex. Due to such a stereotypical context built, there seem a lot of reservations and limitations when it comes to female mobility.

Irrespective of being a young girl or a mature adult, women face loads of difficulty in terms of mobility. The issues and concerns on the broader level rest on the two main factors

Firstly, reservations or limitations by family

Secondly, the transport problem

This report will bring into light the attitudes and concerns of commuters specifically in Karachi and Islamabad in reference to female mobility. There seem a series of problems from the functional to the emotional level in case of female mobility.

Across the board, some findings that were shared were indicative of lack of facility provided. As there are limited numbers of transports available, the gender (female) is thus an innocent victim.

In the current scenario, the transport provided to the public is shared by both genders (male and females). Females come across a list of issues which on various deeper levels is difficult to translate on either functional or emotional level. Thus, it not only restricts or limits them to their homes but also injure their emotional state in the longer run.

Lack of facility, fewer transport options, unavailability of transport on certain routes, unavailability of seats/ space, crowded buses/vans, suffocation are the key problems at the functional level. Therefore, leading to dissatisfaction, frustration and discontent at the emotional level. The maltreatment / safety issue affects commuters' to much greater and long lasting extent than any other issue at the functional level.

Sexual harassment of women and girls, who, although are accounted for only about a quarter of all peak hour passengers, are forced to endure jostling and unwelcome sexual contact. The cross-class nature of these incidents is viewed as "a violation of the laws of decency."



Hence, for all such issues at the upfront, the percentage of females out of home (for studies or work) is alarmingly reduced. Parents / guardians do not prefer sending their sisters, daughter, and wives to go out of home. Mostly all blamed poor transport facility to be one of the main reasons. At present, they seem much helpless in this regard.

○ **INSIGHTS**

▪ **Female Students**

Despite of being metro cities, hundreds of educational institutions have no proper transport facilities due to which students are facing transport problems.

A large number of female students coming from various parts of the city to their respective schools and colleges are hassled and have to face inconvenience while taking a transport service for them. The limited availability of packed public transport is one of the major concerns of the female commuter. It is nothings less besides the maltreatment/ abuses by drivers and conductors, striders and pedestrians while being on the bus/van or standing on the bus stop waiting for the bus/van.

More than half (58%) of the female students were using public transport, followed by 34% pick & drop of van. Only 5% and 3% were using pick & drop by taxi and routine paid taxi/rickshaw respectively.

It becomes almost impossible for females to catch a bus/van during rush hour. Due to which students suffer a lot while travelling to their institutions and reaching on time. Further, it is shared that majority of the local transporters especially bus/van drivers do not stop their bus/vans when they see students waiting.

Many students face financial problems and cannot pay full fare of the school, college or university van. The transporters (bus / vans) also do not allow student concession. Due to which a monthly fare does not come under affordable budgets. Hence, unwillingly a student opts for a public transport. Female students particularly have to wait for a long time to find a seat in packed buses due to which they often reach their school/college/university late.

Some students shared their suffering while taking a public transport as

It is so difficult to take a bus in a crowd

The conductor usually gives indecent looks

The bus never stops if a female is standing on the stop.

The short route commuters are preferred over longer routes – because of same fare!!!

Mostly, we have to stand in the bus.... The female section is usually crowded and there is no seat.

▪ **Working women**

Similar to the students the working women of Karachi and Islamabad also face comparable transport problems. Difficulty in reaching their offices and homes in time, due to the shortage of transport on different routes is the main issue at the upfront. It is more difficult for female commuters to come out of their homes and catch public transport, which is uncomfortable for them due to the poor transport system. A number of lady commuters can be seen at various bus stops trying to get seats in the public transport and waiting for hours to catch a van/wagon to reach their destination.

About three fourth (73%) working women were using public transport, followed by 15% pick & drop of van. Only 5% and 7% were using pick & drop by taxi and routine paid taxi/rickshaw respectively.

Even when they succeed in catching a bus or van, they fail to find seat due to the shortage of transport. The situation becomes more complicated for them during peak rush hours and office timings both in the mornings and the evenings. Not only this, while standing in the bus makes them look uncomfortable. Pressing clothes, tidy hair and looking fresh is lost on the way before reaching to the work place and the whole day is passed dull and boring.

Also a few female passengers complained that the transporters especially public buses and wagons only prefer to pick those passengers, who travel for short distances and avoid allowing long distance passengers. This practice is more reported in Islamabad than in

Karachi. The reasons are unjustifiable however it seems that a longer route passenger occupies a seat for long hours in the same fare where a short route passenger does pay the same fare and leaves the seat much earlier than a long route passenger.

Many of them strongly showed their concern for launching more buses to overcome the problem. Furthermore it is suggested to reserve special seats in sufficient number for ladies in public transport. Although the front seat in vans is reserved for women, the drivers allow men to take those seats due to which the women have to hire taxis, which are costly for them and uncomfortable as well.

About 89% of the female either students or working women wanted to get the transport facility rather than getting transport allowance

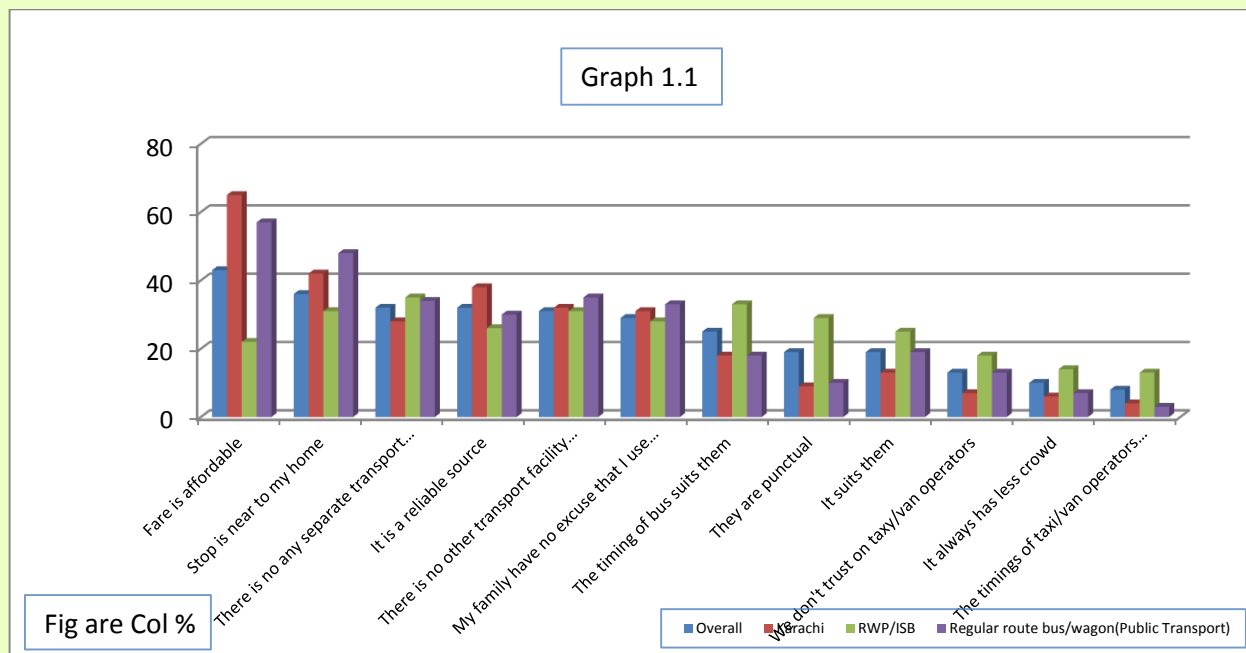


○ Reasons of using Public transport.

The list of transport includes both public and private transports such as buses, vans, wagons, rickshaw, taxi's etc. There seems absolutely no trigger or advantage for a female commuter (both students and working women) to use a public transports at this point in time other than the affordability factor. Moreover they don't trust taxi/van operator as they have less respect for ladies.

Despite of so many problems and disappointment, females are bound to avail the poor facility. About 89% of the respondents were using public transport bus or wagon for their transportation.

As, the masses come from the middle class or below, hence the affordability element receives great importance. The commuters share various views and perceptions regarding transport options



Resource: Data Extracted from qualitative and quantitative research findings

Overall the main purpose of using any transport service was “affordable fare” and this was significantly higher in Karachi. The next trigger was presence of stop near to their home (36%), followed by no separate service for female (32%) (See graph 1.1)

Bus/Wagon

Triggers	Barriers
<ul style="list-style-type: none"> ➤ Affordable fare ➤ Convenient to get ➤ Every stop is a bus stop ➤ Feels secure in presence of others as others are watching 	<ul style="list-style-type: none"> ➤ Over crowded ➤ Fewer seats ➤ No space to stand ➤ Small female compartment ➤ Do not stop properly for passengers to jump in or move out of the bus ➤ Rough driving ➤ Irritating poetry/ literature ➤ Vulgar songs ➤ Fixing and adjusting mirrors everywhere to see the female passengers ➤ Too hectic to travel ➤ Annoying attitude of conductor ➤ Mobile thefts

Private Van

Triggers	Barriers



<ul style="list-style-type: none"> ➤ Secure ➤ All females ➤ Very convenient ➤ Pick and drop from home 	<ul style="list-style-type: none"> ➤ Fare is high ➤ For school/college/ University in specific
---	--

Rickshaw

Triggers	Barriers
<ul style="list-style-type: none"> ➤ Secure as its open ➤ One passenger/family at a time ➤ Convenient 	<ul style="list-style-type: none"> ➤ Unwillingness of driver to take long routes ➤ Fare is a little higher than bus ➤ Rough driving ➤ Maltreatment if the female is alone ➤ Irritating poetry ➤ Fixing and adjusting mirrors everywhere to see the female commuter ➤ Cannot be trusted ➤ Irritating sound/ often cause headache ➤ Smoke ➤ Hectic to travel

Taxi

Triggers	Barriers
<ul style="list-style-type: none"> ➤ Comfortable as compared to bus or rickshaw ➤ Not hectic to travel 	<ul style="list-style-type: none"> ➤ Fare is quite high ➤ Maltreatment ➤ Kidnapping ➤ Rough driving ➤ Feeling of insecurity ➤ Cannot be trusted

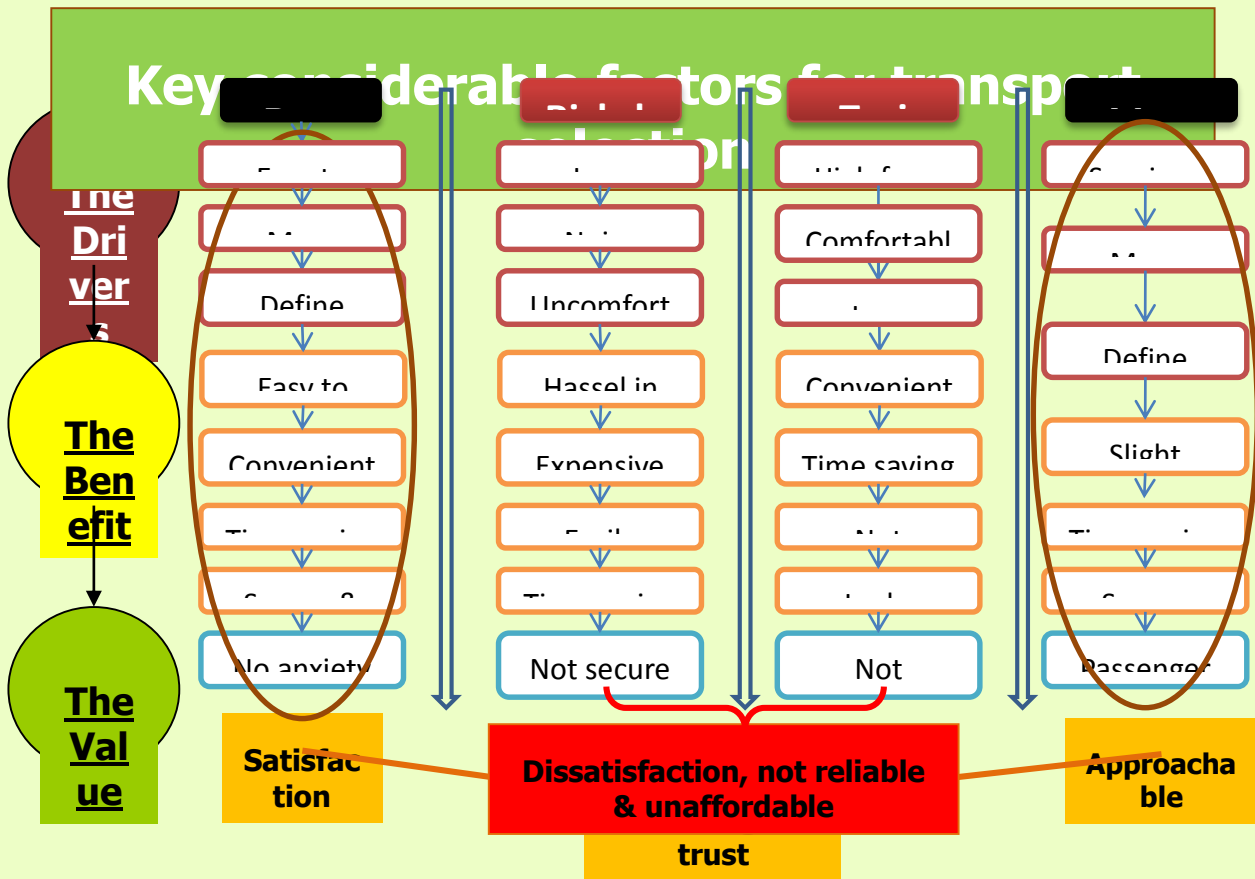
It is quite apparent that out of all the transport options students avail vans more than buses, rickshaw and taxis. It is majorly their parent's decision that they have selected private vans for their daughters going to school/ colleges. The main reason is the safety factor. The pick and drop facility from home is the key trigger that is the point of satisfaction for the commuter as well as the family.

Nevertheless, the monthly fare is quite high in comparison to other transport options such as public bus/ wagon etc.

Despite of the fact, that van are much safer in comparison to buses/wagons / rickshaws etc. but still about 89% of the commuters availing the facility of public bus/wagons. These not include students only but also working women. Again the only reason to it is the affordability factor. Vans cost much higher fares than the other options. Hence, the ones

who have to meet both ends choose taking a cheaper transport than van on monthly bases. Last but not the least, it is loudly shared that the mode of cheaper transport is not their choice but a forced factor in line with the budgets and constraints of families respectively.

Furthermore, the working women tend to save their earning instead of giving half to vans therefore they tend to compromise and use public facility. Also, for workplaces other than school the transport facilities are almost not there. Very few companies provide transport service/ vans or hiace to their employees. Hence, the only option for working women is to opt for public transport (bus and vans)





○ **Guardians of students and working women**

Parents / guardians also are not convinced with the existing transport system for females. They shared their insecurities and fears while sending their females out, even for school/college or work place. Many of them have limited their daughter's education up to college due to increasing fare and unsafe social environment. And very few allow their females to work.

They also criticized the rashly driven school and college vans and buses, saying that very few institutions care for the school kids by closely monitoring the mode of transport used by their students. Though a few institutions have their own pick and drop facility for students, several others are yet not offering any facility.

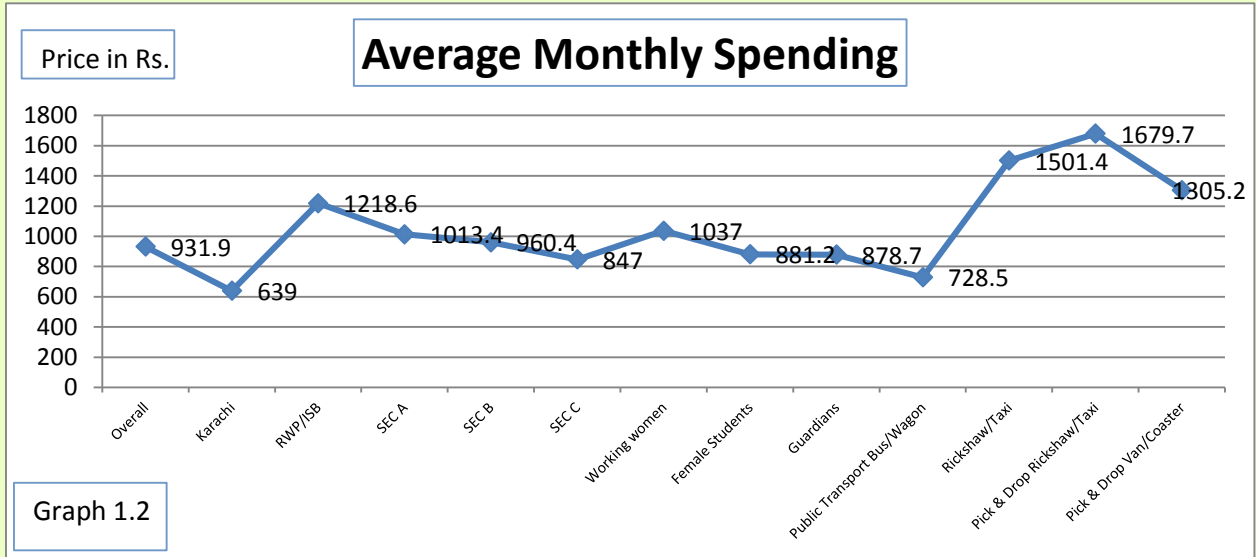
They were also pointing a few other concerns related to female mobility in public transport like "lesser space for female", "Male sitting on female seats", "Time consuming" and "misbehavior of males and conductor with females"

Nevertheless, the private van system for school, college or office pick and drop is considered much safe and reliable than local public transport. This is because the private van offers facility (pick and drop) from home to school/college or work place and back. Hence, the parents feel much relaxed for their daughters to return home safe.

○ **Monthly expense on transportation**

Monthly expense on transportation varies from students to working women. And also from place to place.

The school/ college vans are charging Rs.1,200 – Rs. 1800 per student ,adding that any parent having three or four school going kids have to pay Rs5,000-6,000 only as transport fee besides the already high school fees. Hence, the situation seems not encouraging due to which many parents cold heartedly send their children to school by public buses.



Resource: Data Extracted from qualitative and quantitative research findings

It seems quite obvious that parents/students save some amount with the change of transport option. The public buses charge them around Rs. 17 – Rs. 21 one side which makes around Rs. 34 to Rs. 44 per day. (See Graph 1.2)

Similar is the case of working women. They prefer taking a public transport and their monthly expense is almost around Rs.1000 to Rs. 1200/-



○ **Route map- Commuters (Working Women and female students)**

Students usually take the same route reaching to their school/ college or university. The ones travelling by public transport (bus/ rickshaw/wagon etc.) have a defined route map. Many at times have to walk for at least 5-10 minutes to catch a bus or reach to their respective college/ university.

Also those who avail the facility of a private van have a defined route. Depending on the number of females the van has to pick the areas are mapped in a way to reach to the school/college in certain specified time frame.

○ **Rawalpindi/Islamabad ROUTES**

Females (students or working women) usually use same route for travelling. Majority of the working women goes to Islamabad from Rawalpindi because the offices of different organization mostly present in Islamabad, however in case of female students, colleges and universities are present in both cities but these female also use the same route for travelling.

Rawalpindi/Islamabad Starting stops of female

- Saddar
- ChorrMorr
- Misriyal Road
- Naseerabad
- Shamsabad
- G-10/1
- Tariqabad
- I-9/1
- Kacheri
- KaralChok
- Peer Wadahi
- LiaqatBagh
- Committee Chowk
- Chustiabad
- Peshawar Road
- Wah
- Turnol



Rawalpindi/Islamabad Ending stop of female

- Secretariat
- Koh-e-noor mill
- Radio Pakistan
- G-7/2
- I-9/2
- Satellite Town
- Abpara
- Kamran Market
- GreecyLan
- Saddar
- ChandniChowk
- 6th Road
- Faizabad
- G-10/1
- Karachi Company
- DhokriChowk
- Quaid-e-Azam university
- Peshawar Morr

The ideal route for Rawalpindi/Islamabad was identified by the majority of the respondents according to their schedule movement, there were three to four potential and high traffic routes were identified like

RWP/ISD Route Plan

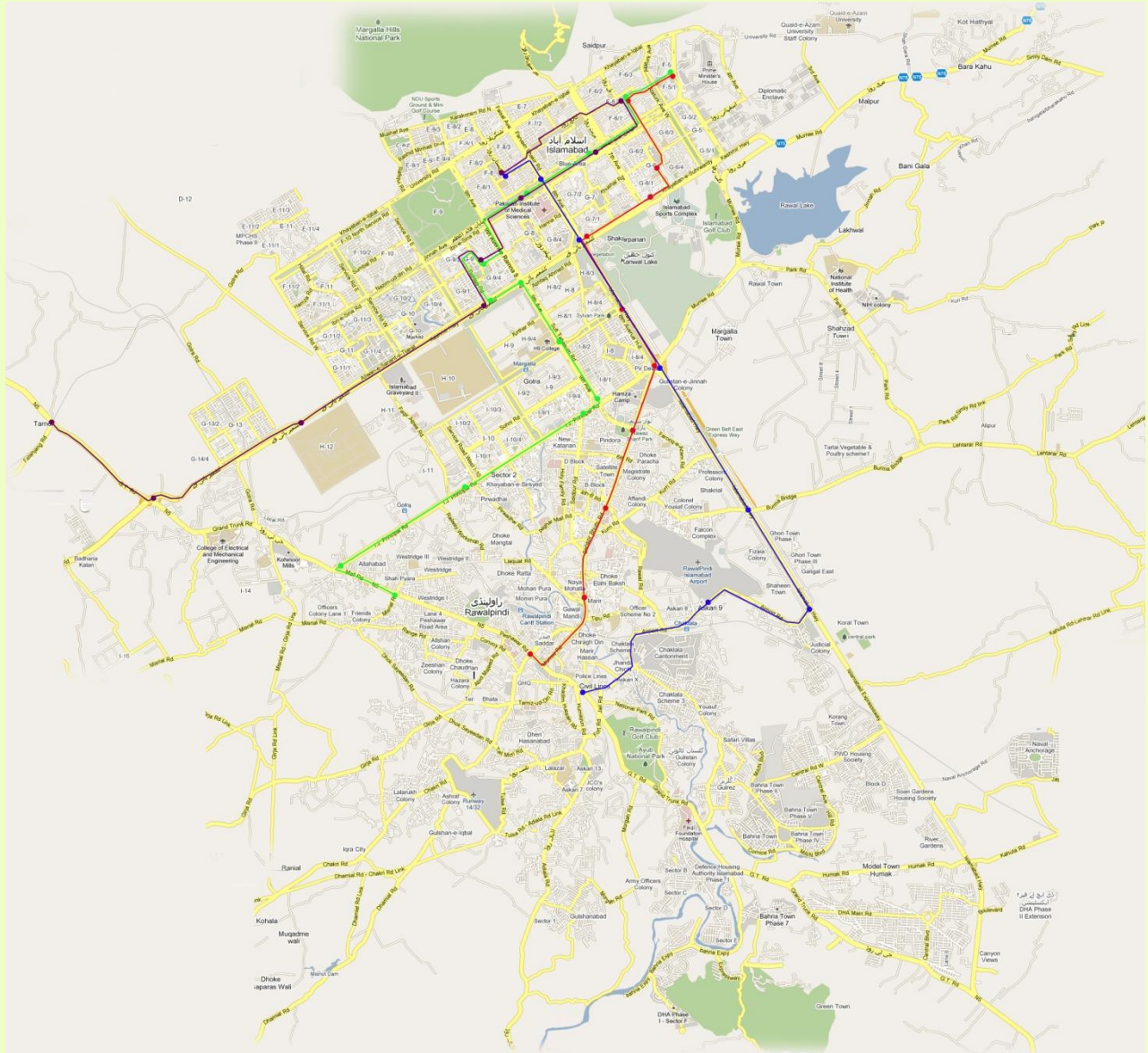
Saddar to Secretariat via Murree road, highway, zero point, Abpara, F-6, secretariat (See the map Red line)

ChorrMorr to Secretariat via Peer wadaheemorr, IJP road, Pindora, 9th Avenue, Complex, Peshawar Morr, Karachi Company, PIMS Complex, Blue area, Secretariat(See the Map Green line)

Kacheri to F-8 via Airport, KaralChowk, KhanaPul, Faizabad, Zero point, blue area and ends in F-8(See the Map blue Line)

Turnol to Secretariat via Kashmir highway, Karachi company, PIMS Complex, Blue Area , F-6, F-8(See the Map Purple Line)

○ Rawalpindi/Islamabad Route MAP



Murree road in Rawalpindi considered being the most used road in the city, almost majority of the routes at least once touch the road. Almost all the known stop at Murree Road was identified by majority of the respondents. Hence two potential routes were identified on the basis of these findings.



○ Karachi ROUTES

A densely populated city, Karachi has now developed a network of connections.

Karachi route Starting point

- Korangi
- Liaqatabad # 4
- Sakhi Hassan
- 1-C
- Drig Road
- Shadman
- ZamanaabadLandhi
- Shah Faisal
- GolimarChorangi
- Saeedabad
- Power House
- Buffer Zone
- Mehmoodabad
- PIB Colony
- North Karachi # 1
- Shahr-e-Faisal
- Korangi 3
- Nipa
- AyshaMunzil
- Numaish
- Qayyumabad
- Lasbela
- Quidabad

Karachi Route Ending point

- Korangi 4
- Kareemabad
- Karachi Universtiy
- NazimabadChorangi
- Nazimabad
- Guru Mmdir
- Abdullah College
- Urdu Science College
- Model Colony
- Tariq Road
- Ayesha Munzil



- NipaChorangi
- 26th Street
- West Wharf
- Keemari
- Jama Cloth
- Tower
- Light House
- Safari Park

Karachi Route Plan

- Quaid-e-baad to Tower via DawoodChurangi, ZamanabadLandhi, Korangi, Korangi 3, Korangi 4, Qayyumabad, Defense Morr, Kalapul, Saddar, Zainab Market, Shaheen Complex and Tower
- MalirKharapur to Tower via Model Colony, Kala board, Malir Halt, Shah Faisal, Drig Road, Baloch Colony, Nursery, FTC, Saddar, Zainab Market, Shaheen Complex, Tower
- North Karachi to Tower via North Karachi 1, NagunChourangi, Sohrab Goth, Water Pump, Ayesha Munzil, Kareemabad, Lalokhet 10, LalokhetDaakhana, NazimabadChorangi, GolimarChaurangi, Lasbela, Gorumundir, Numaish, Jama Cloth and Tower
- Nazimabad Petrol Pump to Tower via Matric Board Office, Haidree, Sakhi Hassan, NagumChaurangi, Sohrab Goth, Nipa, Karachi University, Safari Park, Urdu Science College, Hassan Square, Agha Khan Hospital, New Town, Jail Chaurangi, Tariq Chaurangi, Baloch Colony, Nursery, FTC, Kalapul, Defense Morr, Punjab Chaurangi, PIDC, Shaheen Complex and Tower



○ **Karachi Route MAP**





○ Role of Government in facilitating transport system

Neither students nor working women are aware of the transportation policies/ rules offered by government. By and large they believe that government has not played any role in terms of female mobility in specific. The need seems to be much stronger but it is not addressed at a practical level yet.

Females of all ages and classes come across series of issues from catching a van or a bus, to finding space, giving fares and last but not the least searching for respect.

It is imperative to note that commuters or their guardians believed that Pakistani government has not taken any steps in this regard as yet. Further, the rationale for such an ignorant behavior is also not clear to the commuters or guardians.

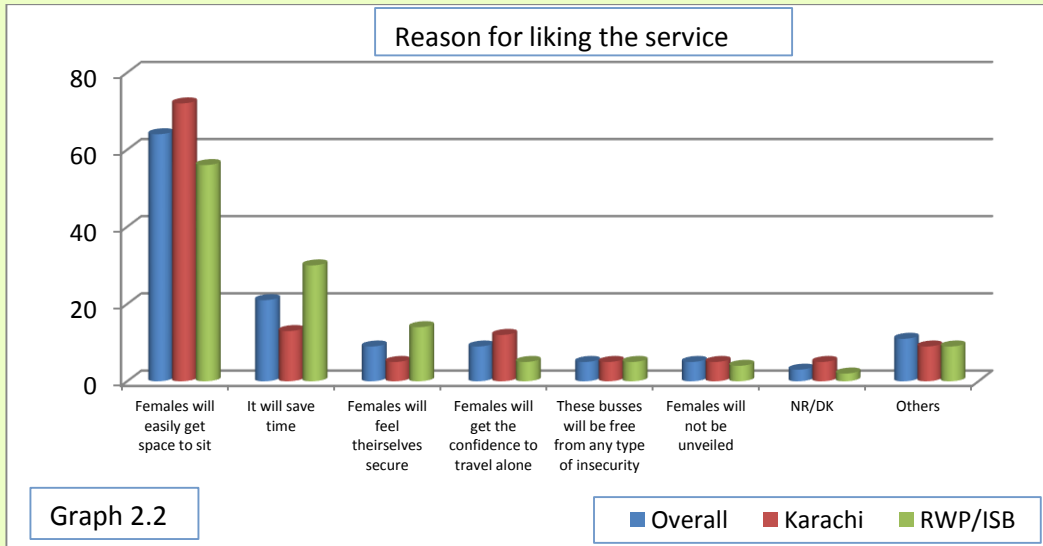
Generally, the perception is that the government has failed to devise and implement a solid strategy to provide some relief to millions of commuters in big cities. Commuters strongly expected that the government would take steps to solve the thorny public transport issues, yet there seems no action against the problem at present. Moreover it seems that the transport ministry along with the government, so far, seem paying lip service to this serious issue.

The public transport problem of the metro cities looks very complex, but in fact it is a simple issue of 'demand and supply'. The basic of this issue is that, there is no sufficient public transport vehicle on the road to cater the needs of commuters.

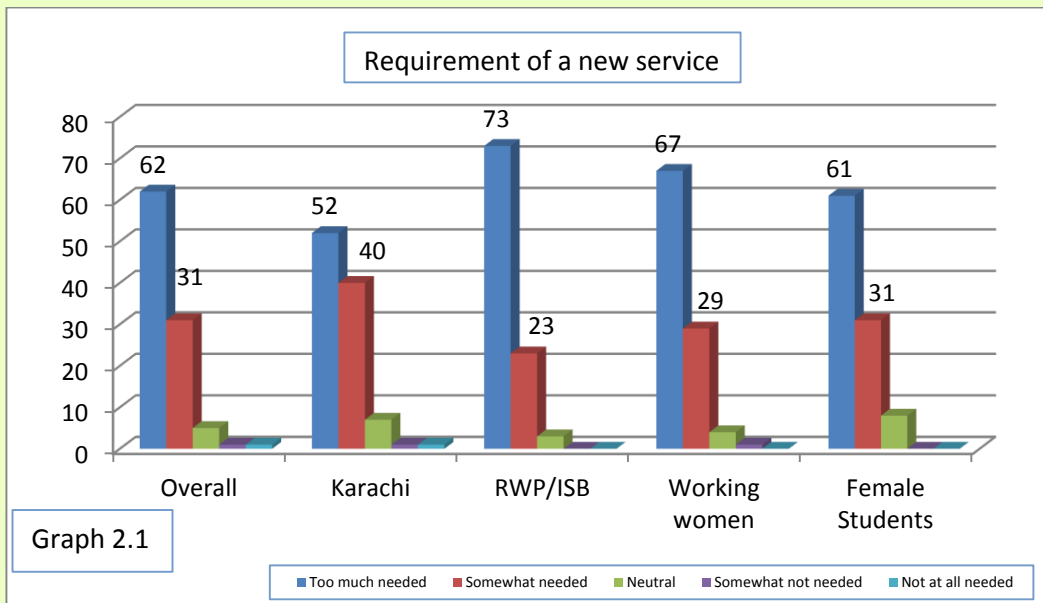
○ The demand

Need for female only service

More than 90% of the working women and female students felt a strong need of female only mobility service (see graph 2.1), most of them were seeking advantage from it, as about 64% feel that it will be easier for them to locate a space to sit inside the vehicle and 21% feel that it will save their time (see graph 2.2) that can be better utilize by spending it with their families (58%), daily work at home (46%), studies for students (33%) and for outing (23%).



Resource: Data Extracted from qualitative and quantitative research findings



Resource: Data Extracted from qualitative and quantitative research findings



○ Possible price/fare of the service (one way)

PSM findings are extracted through quantitative data , the PSM Methodology is:

Questions asked in PSM Model:

Q1. At what price would it be so cheap that quality is doubted?

Q2. At what price would you consider this product to be a bargain – a great value for the money?

Q3. At what price would it start getting expensive, but still worth considering?

Q4. At what price is it so expensive that it would not be considered at all?

Analysis:

After data collection of PSM model variables, Sort the data at common price points, and take its cumulative percentages as per following method.

- For "Too cheap" and "Value for money" from minimum price point to maximum price point
- For "Expensive" and "Too expensive" from maximum price point to minimum price point.

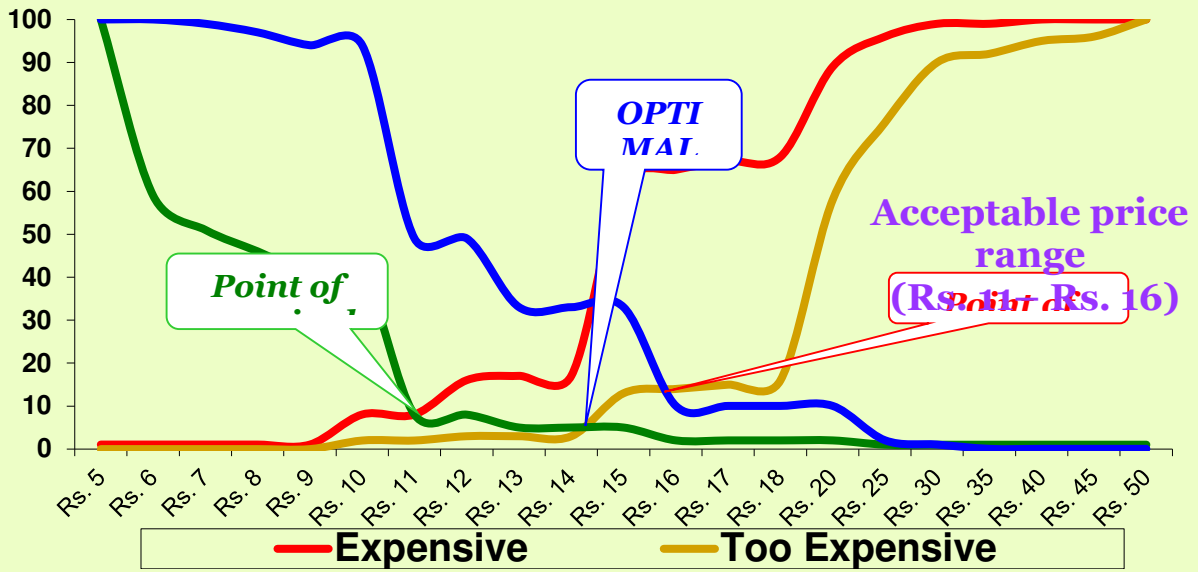
After that, draw a line chart by keeping all price points at top and the PSM variables at side. You will find a chart where

- Point of intersection at "Expensive" and "Too cheap" will show Point of marginal cheapness.
- Point of intersection at "Too Expensive" and "Too cheap" will show Optimal price.
- Point of intersection at "Too Expensive" and "Value for money" will show Point of marginal expensive.
- Price range between "Point of marginal cheapness" and "Point of marginal expensive" will be Acceptable price range for product.

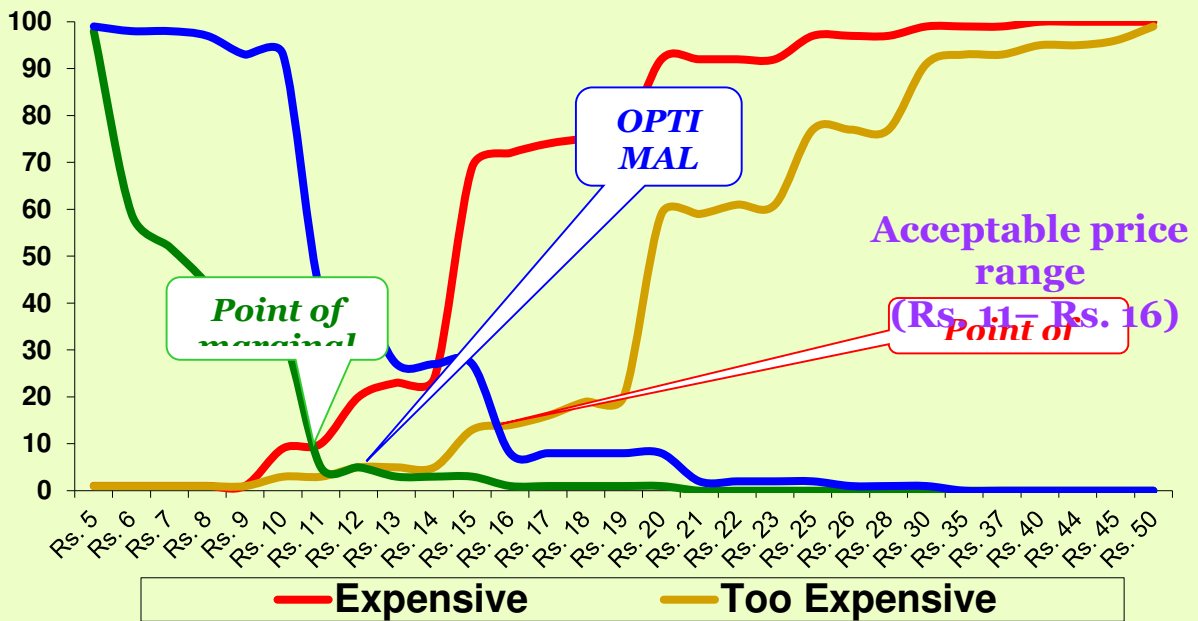
Reference to graph 0.0; overall acceptable price range for one way travel is in between Rs. 11 to Rs. 16. It varies region to region. It is high for Islamabad (Rs. 11 to 19) as compare to Karachi (Rs. 11 to 16).



PRICE SENSITIVITY

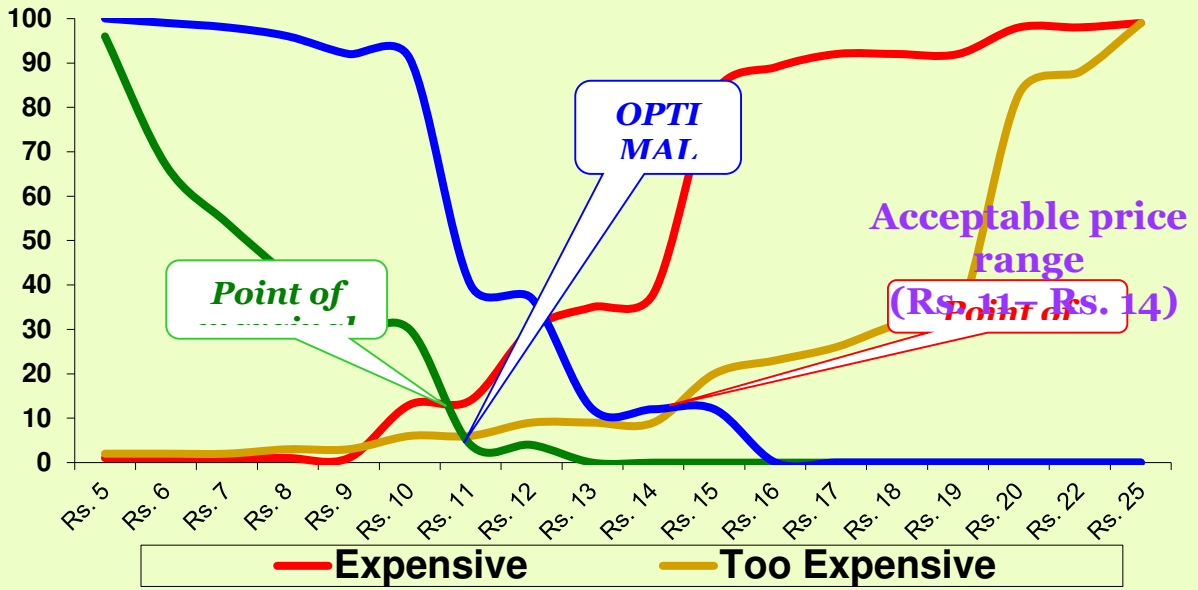


PRICE SENSITIVITY

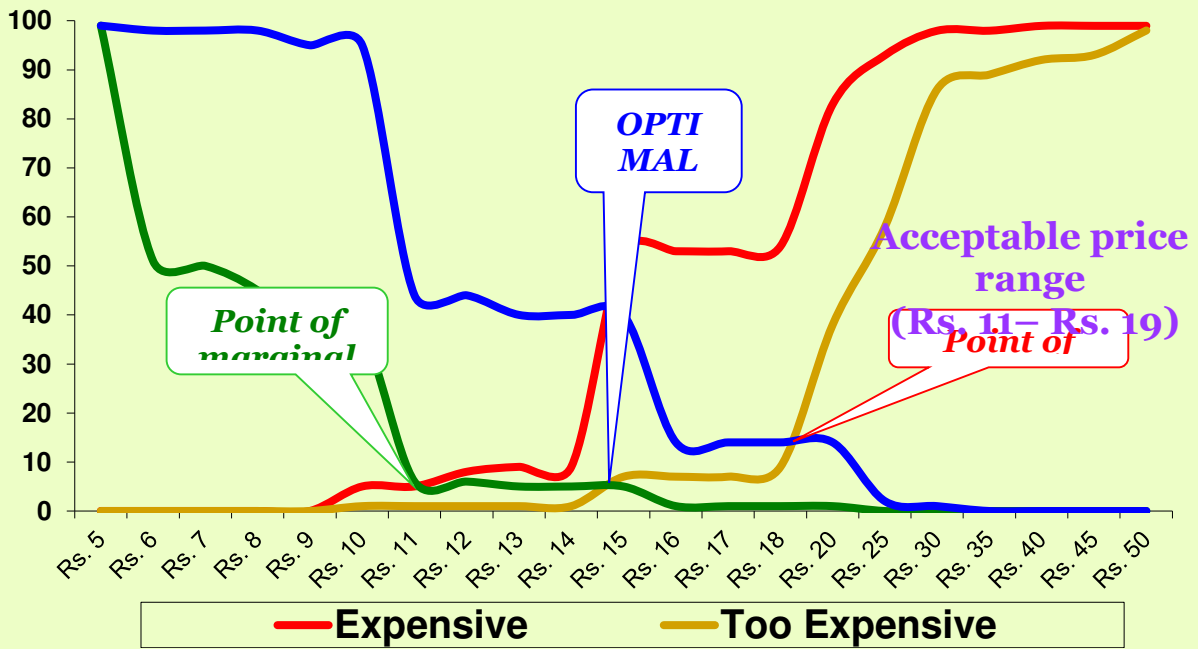




PRICE SENSITIVITY



PRICE SENSITIVITY

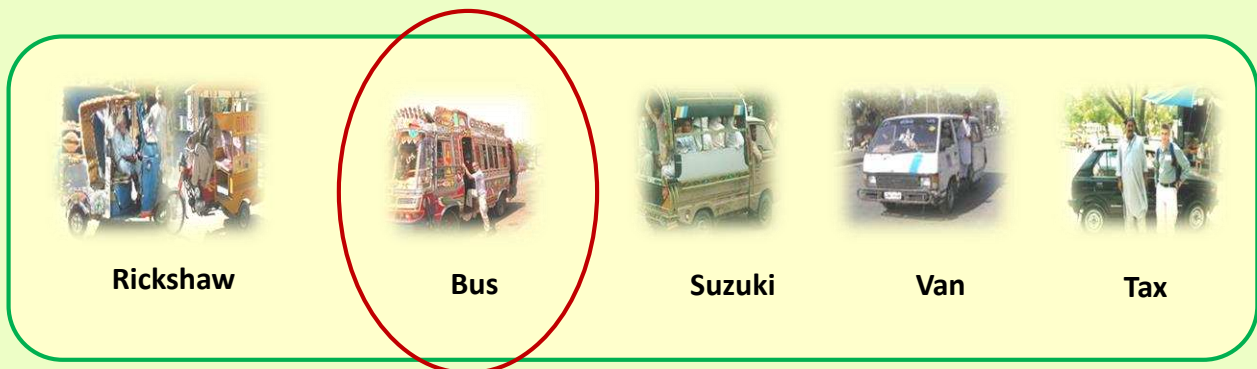


○ **Perception of an ideal transport (students & working women)**

Despite, of all hard feelings students, working women and guardians are much hopeful to see an ideal transport system that runs specifically for females.

A service that offers more on a functional level is generating demand in comparison to addressing the emotional contentment. Mostly all the students shared a “wow reaction” to facilitate female mobility in specific. The demand is much higher among the segment as the gender (females) is yet suppressed and is struggling hard to stand shoulder to shoulder.

Public Buses (mini buses/ coaches) are considered as an ideal transport out of options such as vans , wagons, rickshaws, Suzuki or taxi’s.



“Bus is the ideal transport”
 “It is safer in comparison to rickshaws and taxis for females”
 “There would be many females sitting so their strength would be higher”
 “No males in a bus means no harassment”
 “we will feel safe”
(Mostly all students and working women – Khi & Isld)

Bus as an ideal transport evokes great attraction and appeal among the commuters and guardians. The demand is generated due to the following reasons

- Bus is safe
- Bus is more comfortable
- It is spacious
- It would have place to stand
- It would have seats for individuals
- It would have easy entrance
- It would accommodate many females



- It would be safe
- All females will feel comfortable and secure

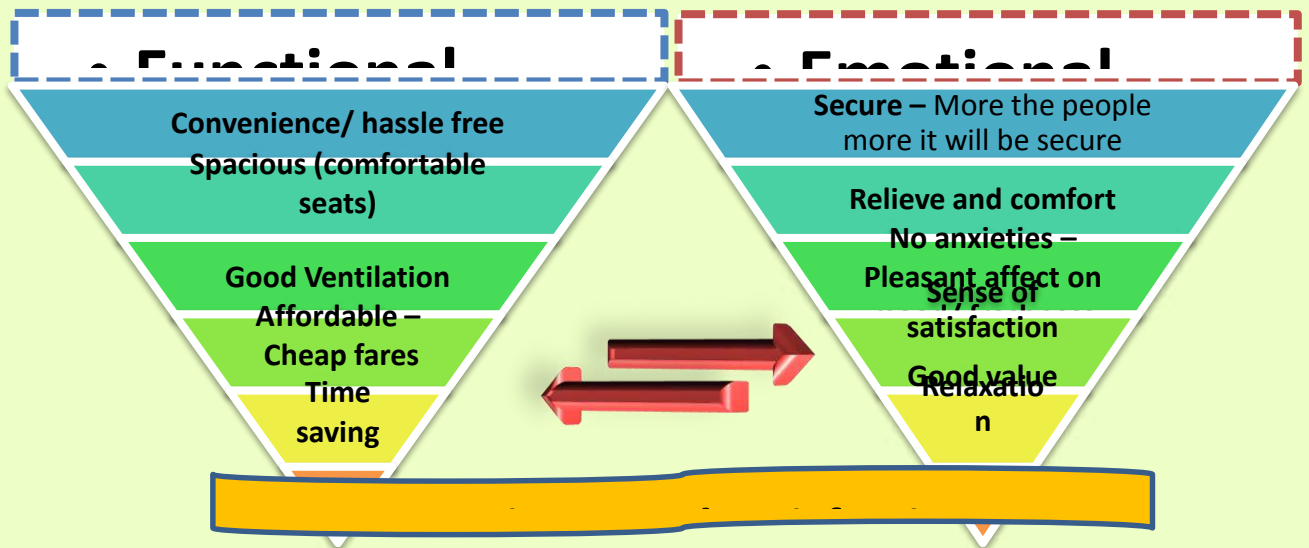
Nevertheless, the commuters (students and working women) have many expectations from such a transport system which would be exclusive for females. The lists of facilities that are expected and highlighted by students and working women are almost similar in both regions (Karachi and Islamabad)

The key amenities that a commuter looks at the upfront are:

Availability of transport	Enough number of buses should be available on roads. Indicating that the buses for same routes should come within 15-20 min at max.
Seat by Seat	Each bus should have proper and comfortable seat for individuals. The individuals should not be more than the number of seats so that a disciplined and comfortable service is availed by all.
Seat for Kids	There should be seats for kids also so that each one avails the facility.
Purdah	As the service is only for females hence, the purdah arrangement is not desired. However some mentioned that a bus with curtains will be a good option and it would be nice to have.
Female conductor	Many of them hold a perception that a conductor is not required. However, if needed , there should be a female conductor
Female driver	The thought of a female driver is not so convincing. Males are perceived better drivers. Females are perceived confused and weak. Therefore many of them shared that a public bus should be driven by a male driver.
Less stops	The number of stops should be less and fixed on respective routes. This would save time and manage the bus routes as well.
Timing / Fix schedule	The timing and fix schedule of the bus is perceived to be the most important thing. A fix schedule would help commuter set their routine as well. They would reach to the stop before the arrival of the bus. In case , one miss her bus, she should be well aware of the fact that a fixed timing and schedule says that the next bus would come in 15-20 min
Monthly Card or payment	The payment should be mad there and then. Monthly cards are discouraged as commuters shared that the often do not go to college / work, in that time they save the fare therefore it should be as per actual , whenever they take a bus.
Available for families	The idea of families was confined to female family members only. Many of the students/working women shared that they can easily travel in any kind of transport service when they are with their male family members. Hence, this service should be gender specific only.

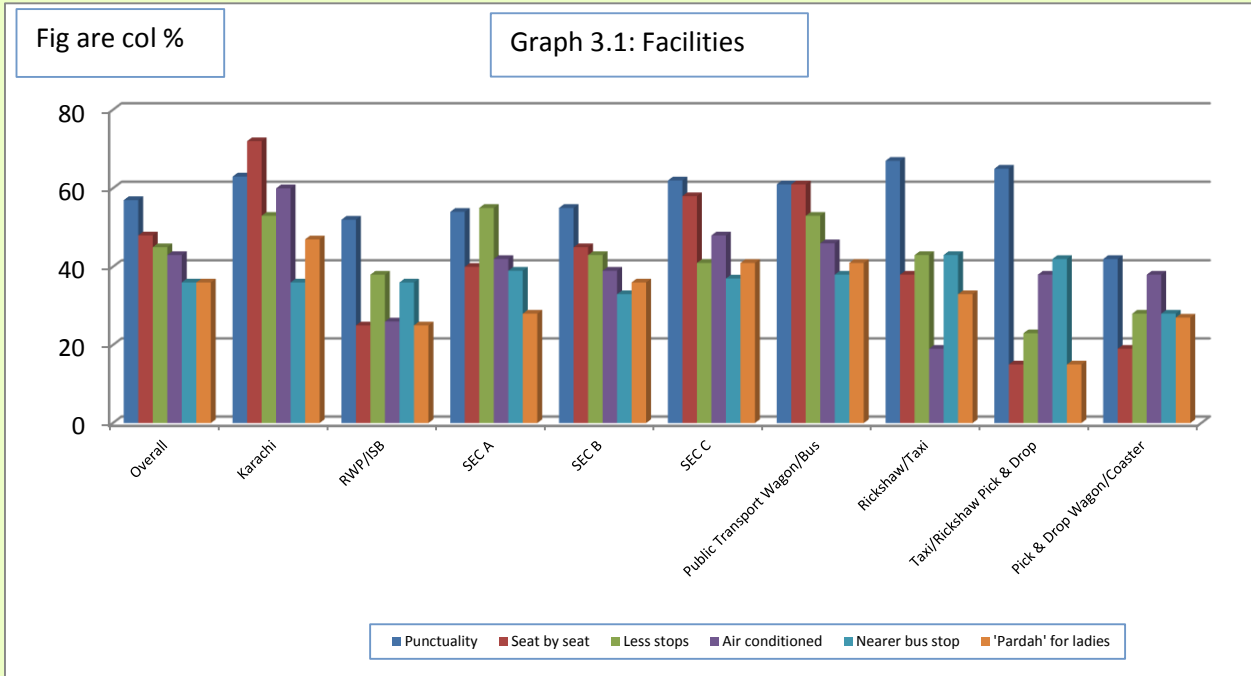
<p>Other female necessities</p>	<p>The idea is not received warmly. Female necessities are perceived as self-responsibility and it is not perceived relevant to a public female transport service.</p>
<p>Water/Movie / Music /Books</p>	<p>All of them shared that they take a bus of some purpose , entertainment facilities are not the basic needs and they can easily do without them. Nonetheless, these are all nice to have items.</p>

The idea is perceived delivering on both the functional and emotional levels and received strong attraction and appeal by the students and the working women .

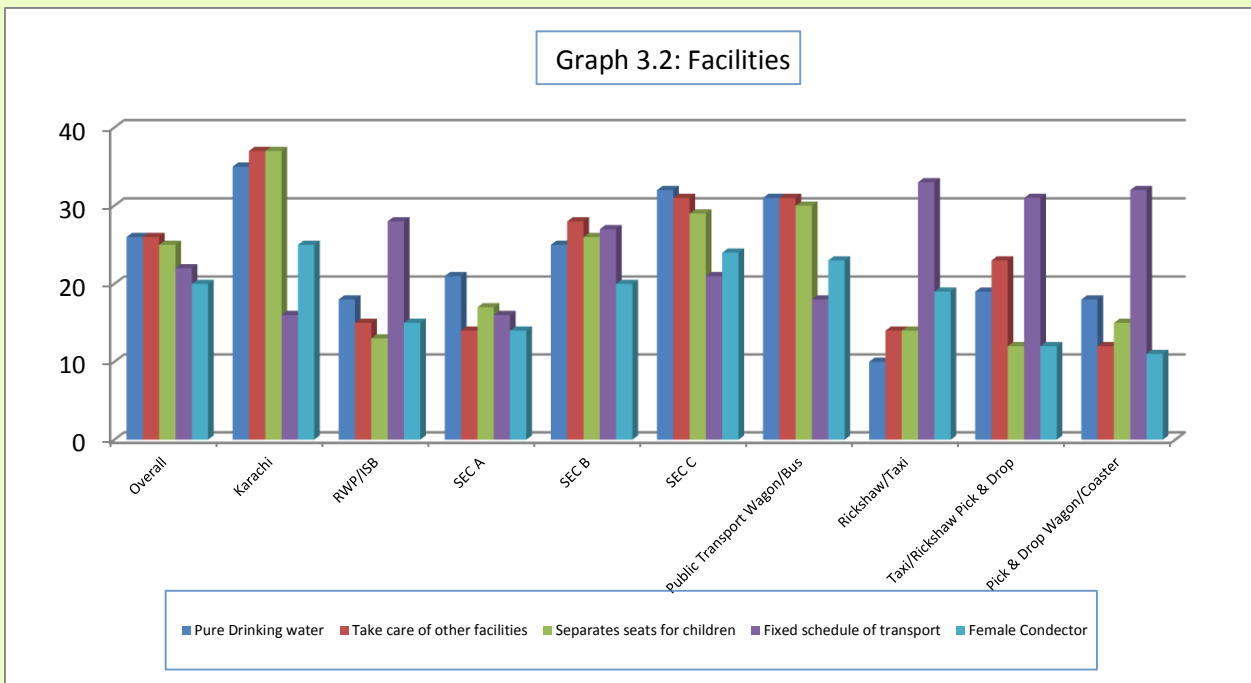


It is much imperative to note that other than the above mentioned facilities “punctuality of bus service” was the most important factor, as about 57% respondent labeled it as a priority for them., Followed by the second important aspect of seat by seat (48% arrangement. Last but not the least ,) and less stop so that everyone reaches to their destination well in time(45%).

Respondents in Karachi were more concerned with seat to seat sitting, almost three-fourth (72%) mentioned about this, whereas Islamabad people wanted punctuality and time commitment from such service. Punctuality was also high among those who opted to have pick & drop service (See the below Fig 3.1 and 3.2 for facilities requirement



Resource: Data Extracted from qualitative and quantitative research findings



Resource: Data Extracted from qualitative and quantitative research findings



○ **An Overview –Perceptions, attitudes and behavior of Stakeholders/ Service providers**

Transportation in Pakistan is extensive and varied but still in its developing stages. It is serving a population of over 170 million people. Not only the construction of new roads is required but the existing transport system needs to be upgraded as well. The role of stake holders or transport service providers is hence very important.

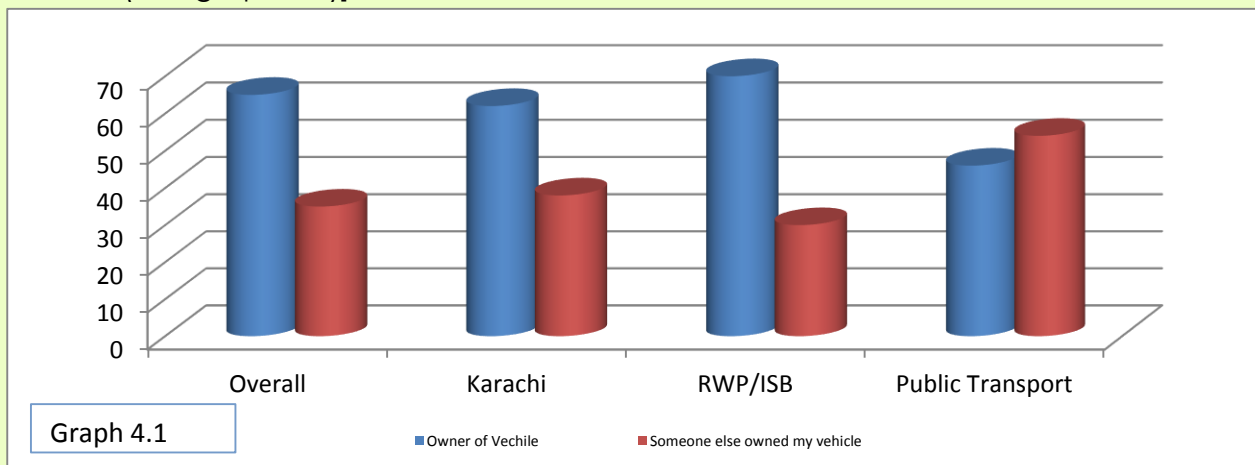
The ability of a country, and particularly the more isolated communities within a country, to grow also depends on the quality of transport and communication infrastructure that allows them access to the world around. New and efficient transport systems and transport routes are needed to connect and facilitate transport system specifically female mobility.

A range of infrastructure and institutional barriers still inhibit competitiveness of the Asian women to come up to the standards of the global market. Provisions of truly cost effective transportation for women in exclusive therefore need policy priority in an era of rapid globalization.

Hence, the role of transport is examined here in the context of stakeholders. The discussion focuses on evolving transport issues in the Asian region specifically targeting female mobility and how resolving these issues can assist developing countries like Pakistan to integrate further into the multilateral transport system on a more equitable and fair basis for females.

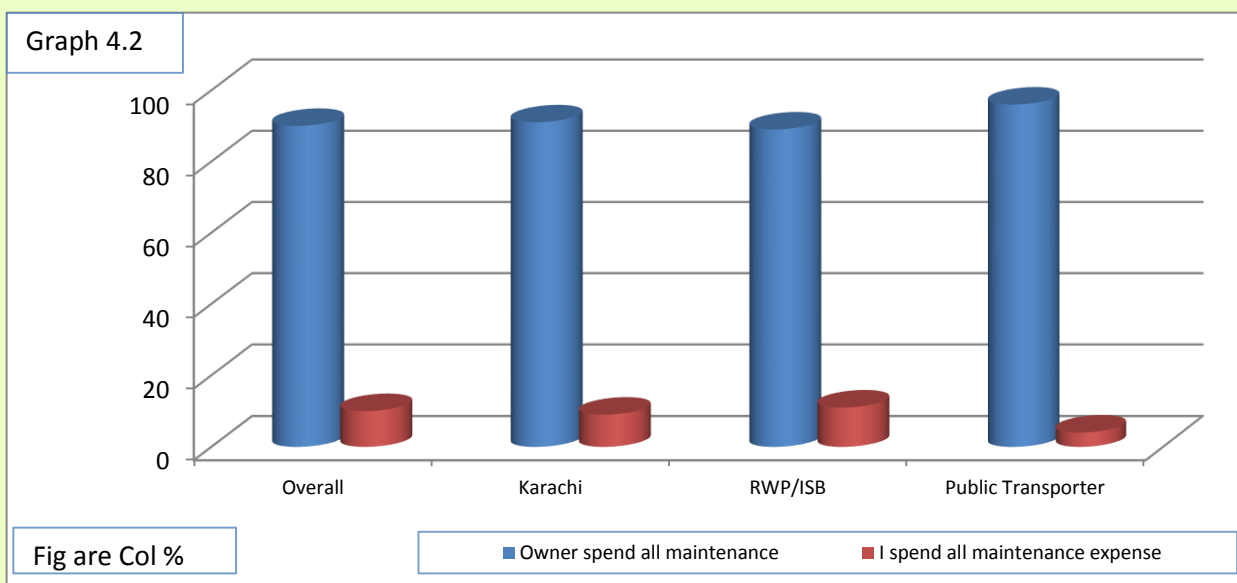
○ Views and perceptions by Public transporters

A major portion of transportation service is offered by public transporters such as bus /coach / Suzuki and wagons. Mostly mini buses and coaches are commonly found on the roads of Karachi, on the contrary Suzuki, vans and buses are more seen in Islamabad. Within cities, buses provide a significant role in commuting a large population from one point in a city to another. More than half (54%) of the public transport drivers do not own a vehicle. (See graph 4.1)]



Resource: Data Extracted from qualitative and quantitative research findings

The public transporters are more focused about their earnings instead of the quality of transport they provide due to which the commuters face many difficulties in availing transport facility. Even about 90% of the maintenance expense has been incurred by the owner rather themselves (See graph 4.2) and the monthly rent ranges from Rs. 20,000 to 50,000 hence the portion of earning is limited and they don't want to further enhance or improve the system by making investment.



Resource: Data Extracted from qualitative and quantitative research findings



Public transporters also agree that there are series of issues with the transport offered. The condition of the bus, coach or van is perceived secondary when it comes to fuel prices. Many of the bus /coach driver have to spend a budget of around Rs.70,000 to Rs. 100,000 per month on fuel. Further, conductor's pay and other miscellaneous requirements leave them low on profit.

Willingness to facilitate female mobility

Thus, the idea to facilitate female transport is not so welcomed at the spontaneous level as it is firstly perceived as a threat to the local transportation services, thus leading to an impression that they would lose out on a little portion of their regular travelers.

Secondly, the feasibility for such an idea is very low to them. The key reasons that hold them back are:

Female commuters are usually in rush hours only(mornings & evenings)

Frequency of females is very less throughout the day

The capacity of passenger in a bus were about 50-60 and the percentage of female was about 25% of total or may be less than that, if such service will be offered than their vehicles will be empty on some time and they could face losses

This could be even worse in case of wagon where the percentage of female passengers is about 5-10% of total passengers.

- About 98% of the public transport driver did not like the idea of getting profits from a service that is only for female
- Few drivers also felt that such kind of service was started but closed after sometime due to profit factor
- Generally females travel with their men, hence they will not use such service
- Usually females do not pay fare of children along
- Moreover, public transporter feel that women generally waste their time to come or ride on the bus/wagon
- A bus/ van would mostly be half occupied in one time which is again a disadvantage for a service provider to move on one route.

Beside the disadvantages, there were few advantages of travelling with females like

- Females usually do not fight with each other or even with conductor, hence travelling with them sometime is more comfortable.
- Public transport driver feel that if such service will be started then their fuel expense will fall and reach to Rs. 20,000 per month with a maintenance expense of Rs. 10,000 per month but in the meantime their earning will also fall
- Secondly most of the public transport operator are driver rather owner of the vehicle, hence they are not making a lot of profits from their vehicle especially nowadays where everything is expensive, if a good salary offer made to them to run such service or drive such buses and get monthly salary, they might get agree in current circumstances due to fear of unknown monthly income.



- Generally these transporter always start the Pick & Drop service when they definitely want to earn some guaranteed money which should be given to the owner every month, hence their business somehow will be risk free
- They mentioned that the fare of one side should be at least Rs. 20 but the bus/coach service should be like the one currently operating because they don't like the idea of AC, seat by seat, Purdah for ladies, female conductor, water and other facilities available in the vehicle

○ Views and perceptions by Private transporter

- transport enterprises
- taxi & van drivers

A very common sight seen mainly on roads, near residential and commercial area is a network of taxis and vans. Taxi charge according to a meter fixed in the vehicle, but fares can be negotiated if there is no meter. However, vans or even taxi pick & drop service providers charge per month on a mutually agreed amount for defined routes by the commuter.

It is very important for the private transporters to evaluate the demand for vehicles in a particular area/ route.

Many people hire taxis on monthly charges. This is very common in female service takers. Sense of independence and ownership is attached when they hire it for daily routine tasks for which they pay monthly. Usually students or working women pool in with a group and hire private taxi reaching to their college/ university or workplace. As they have a fixed and scheduled routine the taxi drivers also prefer taking them as they get a fixed amount at the end of each month.

Similar is the case with private vans. Many schools/ college / universities and even offices have private van system. The fare is fixed and collected at the end of each month. It is more like a job to a van driver instead of waiting for commuters.

Commuters feel that private transports are providing a reliable and quick means of transport to them. They enjoy the pleasure of getting picked from home and dropping back. Nevertheless, it is not ignored that by hiring such a transport for them is simply a pay off against their own security and respect. Majority of the pick & drop service providers own the vehicle whether it is Taxi (76%) and Van (62%). Their monthly income 15,000 to 17,000 per month from pick & drop service and this was about 65% of their overall earning.

Most of the female commuter use such service in order to avoid public transport because they feel that their service is more reliable, there is no public transport service for females, the service is more punctual and it has fixed timings and less painful to travel in Taxi/van rather travelling in public transport where females had no space to sit and people misbehave with them.



Additionally, the Radio Cab/ metro cabs were also introduced in Pakistan some long, which offers riders to call a toll free number to get in touch with the closest taxi stand. This service is currently offered in mainly metro cities such as Islamabad, Rawalpindi, Karachi, Peshawar, and Lahore. The fare is fixed and is changed according to meter. These taxi's and cars are considered good on delivering end as they provide facility on call, vehicles are air conditioned , comfortable cars 1300 cc and above.

Private transporters for the past 10 -15 years in general offer 1200-1500cc cars to the customers. They are driven by local taxi drivers in Karachi and Islamabad that includes

- Toyota 120
- Mehran
- Yellow cab (Daewoo)
- Black taxi
- Fxvvr

On the other hand the transport enterprises most offer cars of 1300 cc -1600 cc that includes

- Metro busses (160+) in Karachi
- Metro cabs in Karachi and Islamabad

Van drivers in Karachi and Islamabad uses

- Hiace (Karachi)
- Suzuki carry (Islamabad)
(ideally 16 seats for females and 10-11 seats for males)

Willingness To Facilitate Female Mobility

It is noted that a taxi and van drivers do not show their willingness towards the idea of facilitating separate transport for women in Karachi and Islamabad. Taxi and van drivers earn good money by offering pick and drop service to women; hence they feel threatened by the idea. If a separate and better transport is offered to the female commuters why would they opt for private ones. Secondly they cannot become part of such campaign as the seating capacity of taxi and van is much lower for offering an ideal female only transport service.

Hence for them such a service would not be viable mainly because

- Women have particular timings for travelling in local transport i.e. in morning and evening
- The transporter's fuel expense will not be covered by this service
- Although there are many problems associated with female pick & drop like girls waste their time, they had to bring the female back home even they were not present at the time of pick, often we get bound, female wanted more space than males and



female are less tolerant in emergencies and they get angry but still they are offering such service because of a guaranteed earning from such source.

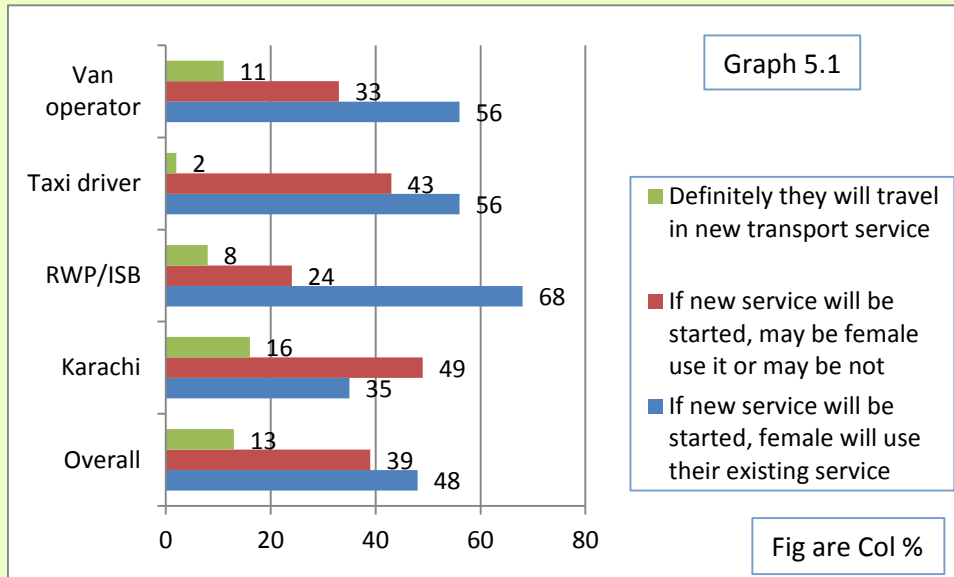
- They are not very punctual about reaching the stop on time so transporters had to bear the loss and have to move ahead with less number of passengers
- Big and dedicated investors are needed to fund such a transport system
- The routes where females mostly take bus/vans needs to be identified which are again a difficult task.
- The transporter would find difficulty in approval of new route permit
- Availability of replaced vehicles in case of any unfortunate event like puncture, accident, etc. will be an issue for female commuters as they would not stay on the road and wait for next bus/van to come
- Such a transport would have increased fare thus would not be economical for passengers to afford

Moreover, many taxi drivers and transport enterprises shared that a similar kind of transport "VARAN" in Islamabad failed to continue. They came across many issues and threat from transportation mafia and local transporters, hence, the case would be the same here also. Furthermore, if the transport service is only for females than families would not avail the facility. Therefore it would automatically reduce the number of passengers. Privately it seem impossible to take the initiative for such a big project hence strong governmental support can play a major role to convince the transporters to take the initiative, if they are sponsored.

Last but not the least, the drivers (taxi and van) shared that the monthly expense on vehicle is usually around Rs 8000 to 15000 in Karachi and Rs 6000 to 12000 in Islamabad. The fuel expense per day is 6000 to 10000 per month, thus the business these days do not sound profitable. In such conditions miscellaneous expenses as vehicle maintenance are unavoidable.

Hence, a new transport service for female in such a crucial time is not recommended.

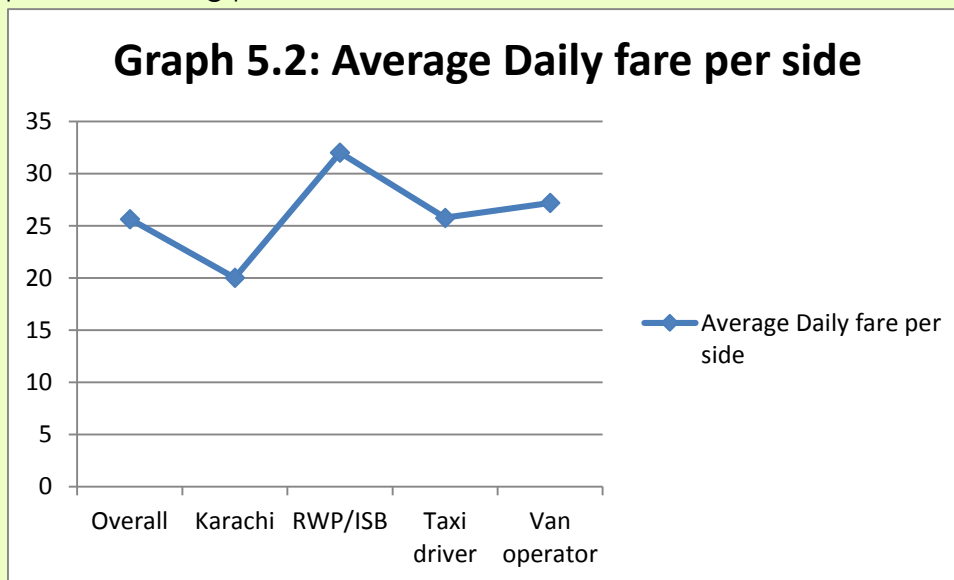
Majority of the respondents in both cities mentioned that female will use their own service even female only service is started. Below data is clearly showing their reservation over the service, however when asked them if they will start such service then almost half of the respondents were asking it as beneficial for them and even more than 50% wanted to become a part of such service.



Resource: Data Extracted from qualitative and quantitative research findings

Monthly fare of such service

On an average about Rs. 26 per side fare will be good for such service from the starting point to ending point.



Resource: Data Extracted from qualitative and quantitative research findings



○ Views and perceptions by Policy Makers and Transportation bodies

Transportation bodies and policy makers have to take into consideration number of vehicles assigned to a certain route. These routes are predefined in order to maintain a flow of transport service to the commuters. However, if the time management and the order of bus routes are mishandled the whole route is disturbed.

Moreover policy makers have to deal with certain other issues other than assigning routes, these includes

- Creating awareness of traffic rules
- Formulation of policies to avoid rush issues
- Introducing fare rates among passengers and transport operators
- Issuing license for transport sector
- Training institutions and instructors for driving centers
- Arrangement for ladies seats
- Charges are applicable on law breakers of the traffic rules

Since 2002 no new public transport is introduced by the government hence people have to even travel on the roof top of the buses. Further, transport service providers often have to bear the loss that is a cause of unforeseen reasons such as vehicle burning/ damage due to strikes etc.

Keeping in mind the existing scenario, the Policy makers are of the view that the reason behind difficulties in introducing new transport service is due to instability of current transport system, unawareness of traffic rules among people, lack of resources, shortage of training centers, worse quality of roads, lack of government interest. Policies regarding these issues fail to resume during great many times because no implementation is carried out. Hence, it seems that the infrastructure is very weak which needs to be strengthened in order to address transportation issues.



Willingness to Facilitate Female Mobility

Transport bodies and policy makers are not strongly excited about the idea of female transport in specific as they are well aware of the restrictions and reservations that might come at the upfront. Nevertheless, they are willing to support women only bus service at their end.

It is important to share that the transportation bodies and policy makers have great concern about approval of such an idea and route permit for it. They exhibited interest to start up a new transport service the process involves series of steps. These are hassle provoking and much extensive and takes years to get approvals. Starting from issue of road map, identification of right area for bus stops, survey and verification of functional routes are some steps in the first phase. It is then acknowledged by IDA secretary , then route is measured and is approved by government secretary transport then to city commissioner then chief secretary and is approved from DIG traffic ,SSP TRAFFIC and finally to SO traffic. It takes almost around 2 years or more for the approval. Nonetheless, around 2.0 to 2.5 Million rupees are spent till the permit is received .After getting the route permit list of fares is given to the transporters that is approved by the government.

Keeping in view these reasons a separate transportation service for females is discouraged because

- It seems to be a very expensive process
- It is time consuming, prolonged process with a lot of hassle involved
- Inflation (Increasing diesel/oil prices), increased prices of vehicles might not let it proceed further
- Approvals are the most important yet critical part
- Issues of traffic and lack of government interest in entertaining such a service could also be the reasons for its failure.
- Last but not the least, the females commuters are less in number, so a separate transport service for them would not be beneficial as they would not pay off the actual expense of a vehicle per day.

Ladies compartment in a public bus has always been a major issue since many years. It has been discussed and highlighted number of times and is approved by high court that ladies compartment is obligatory in the buses. Females usually take up a bus service during peak hours (mornings and evenings) hence, in such a crowded time they don't get seat as there is a very less space confined for them. Due to which they often reach late to their destinations. Apart from physical discomfort they come across indecent and ill treatment by the drivers, conductors and also male commuters. On top of all, the transporters demand almost around 20 Rs fare which is much higher than their expectations and leads to emotional discontent.



Translating to all the concerns and issues both the policy makers and the transportation bodies shared a perception that the concept of female mobility can work only if the government supports the service strongly. They crux to it is to regulate and maintain its timings. Identifying the female rush hours and routes for such a service might be beneficial, else it might be at a loss

Last but not the least; they also shared that the transport mafia would not oppose the concept as they have not objected the new buses services such as green bus and metro. They key to it is that the Government must subsidize the service. Additionally the service should be monitored for quality assurance. In case of any misbehavior or unethical incident with any of the women, responsible person must be charged for it.

There is a need of vehicles felt by the transporters as it would be more beneficial if 500-1000 vehicles are introduced in the transport industry so as to reduce the ratio of roof top travelers. Fuel prices must be reduced. Transporter bodies are eager to donate their vehicles for the service. Transport unions are willing to support the service.

○ Views and perceptions by HR/Admin managers

Transport service is offered to the commuters depending on the nature of the work the fall. Here the focus was professional organizations as well as the educational institutions in the metro cities Karachi and Islamabad.

Studying or working women are an important part of our society. They are excelling in the field of education, work and technology, yet suppressed by margins and boundaries where mobility comes as a big factor of restriction and reservation.

Willingness to facilitate female mobility

The idea of a separate female transport service is welcomed by admin/HR departments of various organizations and universities. It would not only provide ease to women but would also motivate them to study and work respectably.

However, the idea is still perceived doubtful when it comes to practicality and implementation. Many shared that the female transport service requires a big investment and it requires extensive background work before giving birth to the concept.

Public buses are considered affordable as compared to other modes of transportation so they are preferred by all commuters coming from different classes.

Women bus service will be preferred as it will play a significant role in maintaining privacy and providing comfort feel to women a while travelling unlike local buses.



Nonetheless, the Admin and HR individuals hold their reservations against such service due to following reasons:

- Females seems not so punctual so they frequency would be less to travel.
- They are less in number as compared to males , hence the transporter might not benefit in monetary aspects
- They are usually using service in rush hours therefore the need at present is only in peak hours
- Students are in the mornings and afternoons
- Working women are in the mornings and evenings
- Transport mafia will not accept a separate transport for females

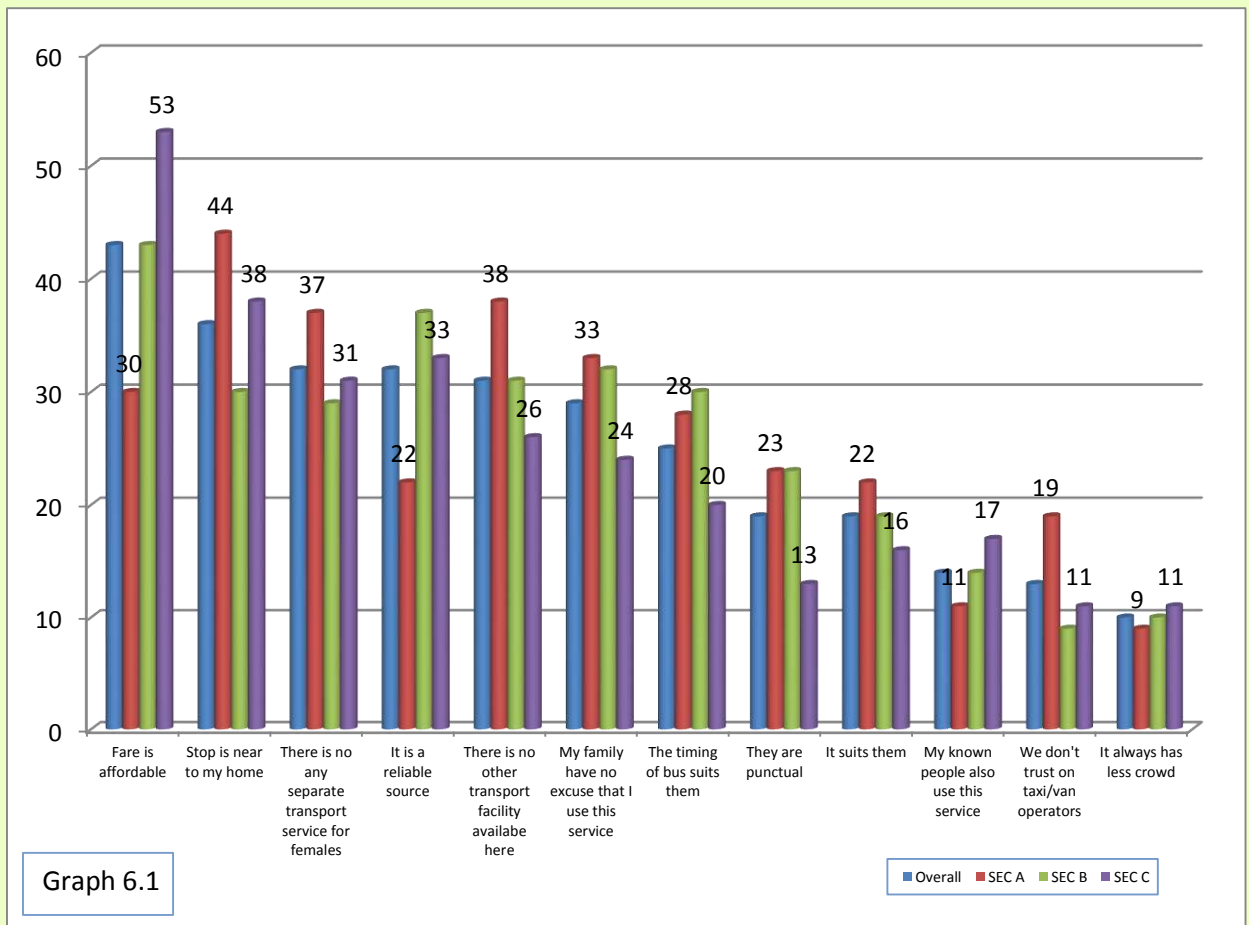
Over and above, the need seems to be of demand and supply. The need for a separate female transport is more in the rush hours so the idea could be implemented in a way to address to the need. Small vehicle are preferred to start the service as it fits with the idea. Use of Coaster, Hiace, Metro Bus, ENO, Nissan capacity with CNG would be practical and profitable for the long run.

Recently only small contractor in Karachi has provided women only service but it is not publically practiced by all. Government doesn't provide the facility due to economic crises but they could contribute through providing loan, vehicles and permits.

Moreover, the fare for such a transport should be between 5-10 for students and maximum 10-15 for working women.

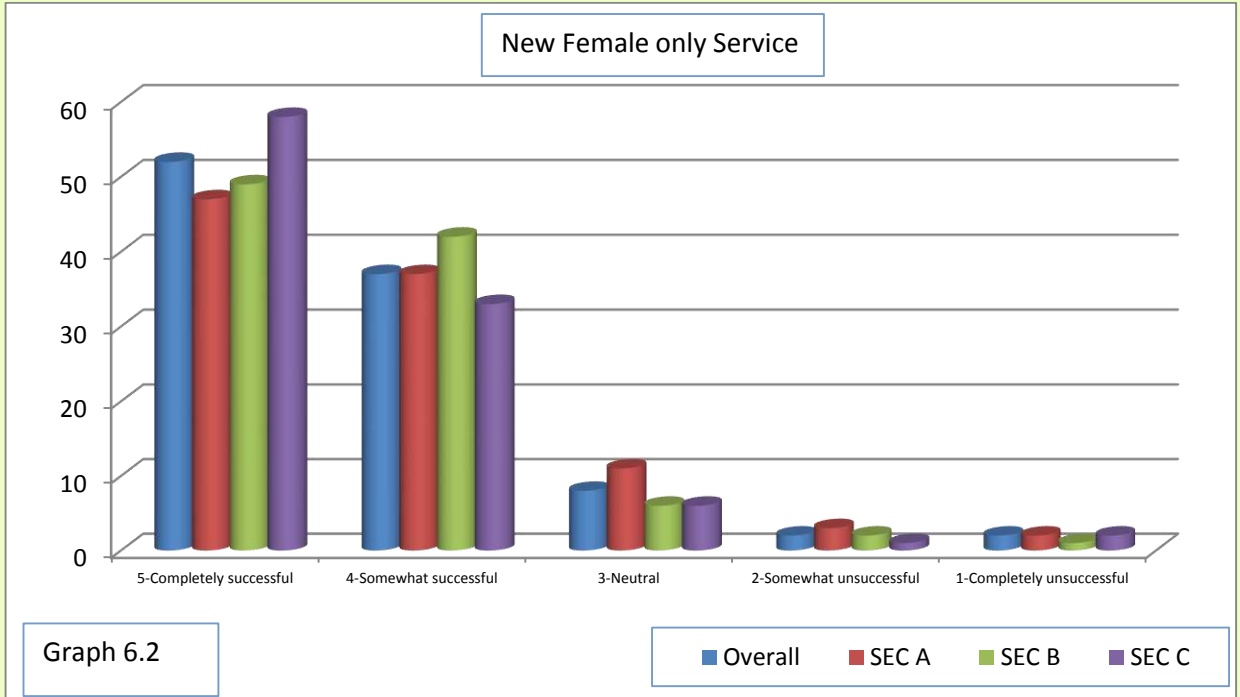
Sec wise and region wise analysis

- Majority of the Pakistan's population belongs to middle and lower middle class. Transportation also lay in their need set. There were not very high differences observed between different Socio Economic classes.
- The penetration of using public transport service was high in SEC C, followed by SEC B and A. Pick & Drop van service usage was high in SEC A than B and C.
- Minimum monthly spending on transportation in any SEC was Rs. 300 but the upper limit differs, as SEC A was reported at Rs. 5,000 than SEC B at Rs. 4,800 and SECC at Rs. 4,000
- The incidence of fare affordability was high (53%) in SEC C than others, Majority of SEC A (44%) gave the reason of using any service was that the stop was near to their home where as reliability of source was high in SEC B (See graph 6.1)



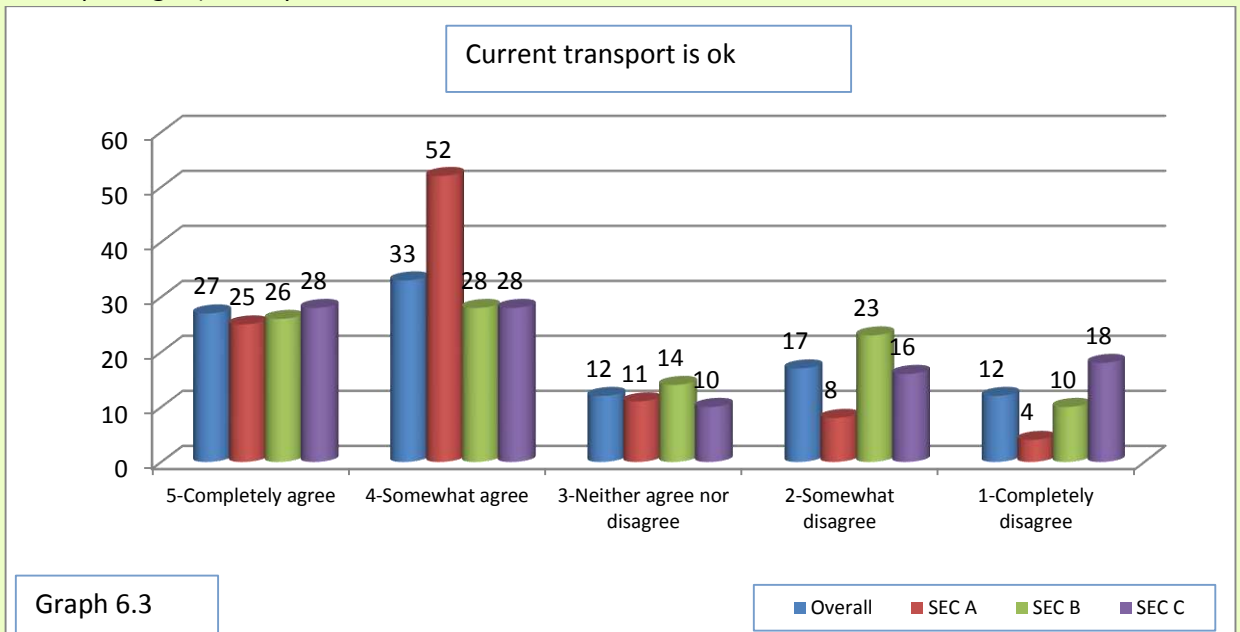
Resource: Data Extracted from qualitative and quantitative research findings

- If any new service will be started, majority (64%) of female belongs to any SEC mentioned that “female will easily find space to sit” and “It will save their time” 21%.
- Overall 90% of the respondents feel that such service will be successful. (See Graph 6.2), however SEC A respondents were also satisfied with their existing service.



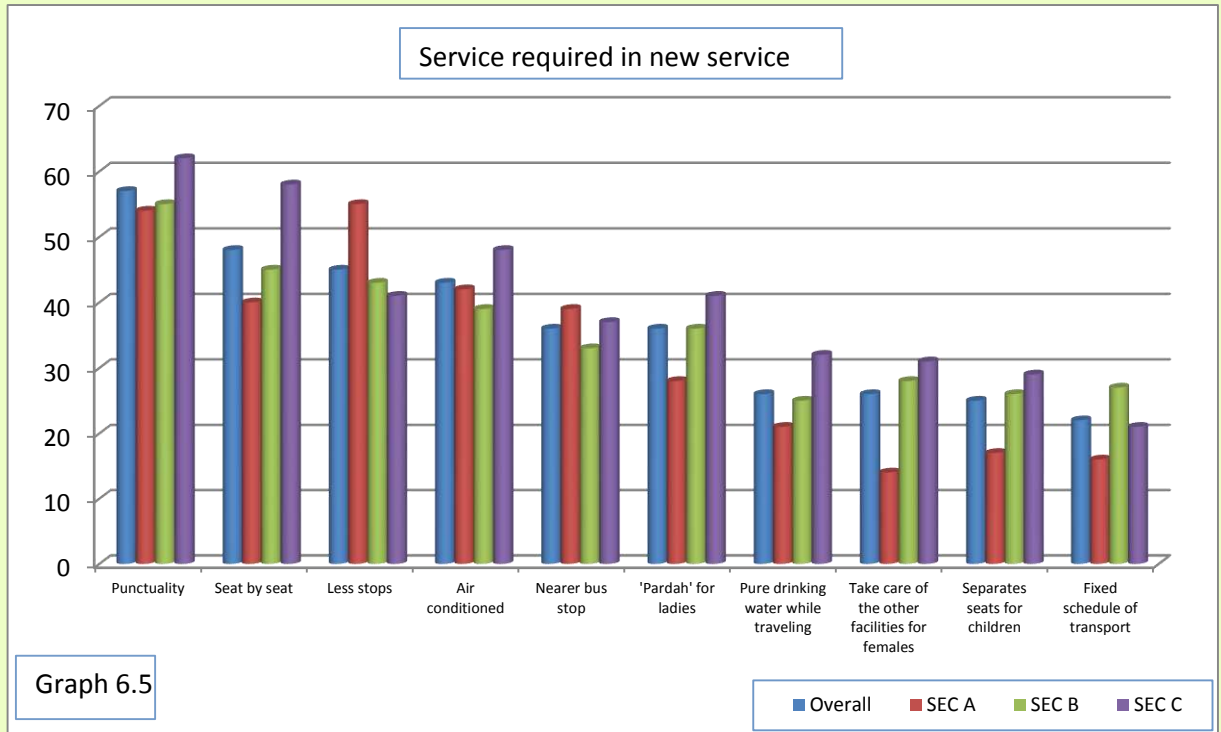
Resource: Data Extracted from qualitative and quantitative research findings

- Majority (77%) of the respondents from SEC A are satisfied with their existing transport service. (See graph 6.3)



Resource: Data Extracted from qualitative and quantitative research findings

- Majority (88%) overall like to prefer female only service and they would prefer it and this was higher in every SEC.
- Overall majority (57%) like the service should be punctual, however SEC C people were more demanding, as 65% mentioned punctuality and (58%) mentioned should have seat by seat travelling. (See graph 6.5)



Resource: Data Extracted from qualitative and quantitative research findings

Potential service providers

It seems that the potential service providers such as Daewoo, metro cabs are willing to facilitate female mobility. However coming to the realistic grounds they feel that implementation of such a business would be quite difficult. The key thing is to sort out the feasibility factor.

Of course, the need for business enhancement always exists with growing companies but it is highly imperative that the likelihood and practicality of such a business is explored first. Secondly, as the number of female commuters are much less in comparison there are doubts that such a transport would work or not. Lastly, there might be a possibility that if such a transport offered by them does not work out it may be a threat to the image of the company.

An expected rate of return is another important factor that is highlighted by the service providers. If they do not benefit from offering such a service the cost is wasted.

The larger share of market is the males hence the service exclusively for female does not appeal in terms of monetary aspects.



Last but not the least approvals for route permit is another point of consideration that needs to be kept in mind.

Until and unless the ultimate goal is defined or focused the level of feasibility and implementation remains a questionable point.

Literature review

The list of harassments women face in public transport does not end is abuses. There are those cabbies, who would smoke and play music of their liking full blast in absolute disregard to the passenger's rights. Sometimes, women also have to cope with their unwanted conversations about inflation. This is basically to extract tip from the fare.

On the other hand, a woman at the bus stop has no choice but to wait for a van with a vacant front seat. When a woman does find one, she is in for further problems with vulgar songs being played loudly, and dirty stares following her throughout the uncomfortable journey. The mentality of drivers can be imagined by the fact that they prefer younger passengers and older women often keep waiting on stops. Many times, this limited space is also occupied by men.

Harassment in public transport is not a new issue but unfortunately, no one has ever tried to comprehend the seriousness of the matter, as it gravely affects the physical mobility of women at large. This not only hinders their contribution in the country's development but also makes them suffer in daily life. Mobility for women is such a big issue that in case of any illness, women often do not immediately go to a doctor and wait for their husbands or sons to have free time to take them there. But when the husband or son finally finds time, the illness has usually aggravated.



Many women would want to go to a library or get involved in social work, while others would wait for their spouses all day to go to a mere grocer. Lack of physical mobility is troublesome indeed for womenfolk.

Being normal human being, women too would like to visit a nearby park or join a sports facility, yet teenage girls have no option but to spend their spare time watching Indian movies and dramas on television. Among them are many degree-holders who are not mobile. Regrettably, no one is ready to come up with a comprehensive solution that is to provide quality public transport system and let women use means of transport other than cars, as not many can afford the luxury. Imagine what response a woman riding a motorbike or a bicycle would draw from men? For sure, a good number of them will think that she has gone crazy. Some would point out that that the woman's family members, who allowed her out that way, had no sense of morality. Others would want such 'offender' to think the way they think and therefore, consider it their duty to stop her by any means. Interestingly, the same people would not mind when a women walks up to a bus stop and has to face the dirty looks and undignified comments. The torchbearers of morality will look the other way or have a simple answer to this — "Women should stay home."

On the other hand, the government has always pretended to be concerned about women's empowerment, yet it has never been able to come up with a public transport system that is women-friendly. Perhaps they believe that women have patience and can wait.¹

However the trend is changing with the passage of time. There are countries where the issue is address to certain extent for example the line of women-only buses, called Hafilati ("My Bus"), will employ only male drivers in Saudi Arabia.

"This is the first program of its kind in Saudi Arabia to transport female passengers for a price that is fair and equal to that of men," Jamal Banoun, director of the SCSM told The Media Line. "The primary aim of this is to provide protection for women against moral problems and sexual harassment that they sometimes face from taxi drivers."

The report stressed the economic benefits of the system. "Field research has shown that the working Saudi woman spends 35% of her income on transportation, or on paying the salary of a driver who works for her," read the report. "We're talking about women who earn no more than 3,000 riyals (\$800)? It's a huge amount to spend, when that woman is also sustaining a family, providing for children, paying monthly bills and undertaking family responsibilities."

Saudi Arabia practices a strict form of Islam called Wahhabism, where women are barred from many aspects of public life due to gender segregation.



Furthermore the private cab company, Pink Taxi, was backed by the Mexican government late last year in an attempt to help women feel safer taking cabs. And a lot of feedback has been positive. A 17-year-old student named Melissa Ayala said in an interview, "Mexico is going through a difficult time; insecurity is part of our lives. The fact that these taxis can be found outside nightclubs makes our parents more comfortable. It was the first time I sat back and relaxed in a cab." Twenty-one-year-old passenger Joss Roco agreed with the need for harassment-free transportation, stating, "It's uncomfortable to ride with a man who looks at you like a sex object just because you're wearing a skirt; I felt calm and confident being driven by a woman."

In addition to making women feel secure hopping in a cab, the service has helped empower spades of women drivers by opening employment opportunities and dispelling stereotypes in this machismo-driven culture that women can't drive or fix their vehicles. Rocio Nava, one of Pink Taxis' 60 drivers, said that her training included 180 hours of defensive driving, self-defense, and basic mechanics.

Still, for all the praise the women-only taxis have gotten, feedback isn't always all roses. For one thing, many are galled by the chosen color, vibrant pink, and state that the fact that each cab is equipped with GPS and a make-up kit does more to cement negative connotations of women rather than help them.

Despite all this, women-only taxis only seem to be becoming more popular, not less so. Puebla intends to expand its fleet to 300 cabs, and similar services have cropped up in locations as far away as Lebanon and Moscow. And women seem to be responding. Ayala said, "I was eager to use Pink Taxi not only because it's safer, but also as a way to support other women who are trying to improve their economic situation."

The pink taxi service was also recently started a few months back in Mexico's colonial city of Puebla with a new fleet of 35 pink cabs. The idea is to offer women a comfortable, relaxed and safe environment to get around in. In the past women have complained saying male taxi drivers often cross the line and make inappropriate propositions, said Aida Santos, a driver of a pink taxi. The taxis in Puebla will also be for women-only, driven by women-only, with each taxi having a tracking device and an alarm button to notify emergency services.

Some of the women's rights activists say the pink taxis are just giving a sugary presentation and are not really addressing the harassment problem. If the taxi service provides a relaxing atmosphere for women who may be in a strange, unknown city then what's the harm. It's also providing jobs to women in a traditionally male dominated field. Sure the overall problem of harassment needs to continually be addressed, but I see nothing wrong with taking this one step towards trying to resolve the problem.



Public transport service providers operating in today's competitive environment can no longer afford to ignore women under-utilized skills as employees. By incorporating more women in all areas of transport provision, it will become easier to communicate the fundamental issues involved and operators will achieve the competitive edge they seek over business rivals.

References from the websites and articles:

- <http://www.atant.asn.au/women.html>
- <http://ipsnews.net/africa/nota.asp>
- <http://www.allheadlinenews.com/articles>
- www.pinktaxi.info/en/o_pink_taxiju.html
- www.lilith-ezine.com/articles/.../Pink-Taxis-in-Moscow.html

Conclusion & Recommendations

In the light of the above detailed discussion it is concluded that,

- The public transport problem of Pakistan looks very complex, but in fact it is a simple issue of 'demand and supply'. There are no sufficient public transport vehicles on the road to cater the needs of million plus commuters in Karachi and Islamabad. It is said that in Karachi more than 40 passengers vie for a single bus seat. For solving this issue for good, Karachi simply needs 40 times more buses and minibuses than the present number of these public transport vehicles plying on its roads.
- There is no mass transit system in big cities and there is no government bus or train service. People have gone crazy and near to death by the hands of this transport issue.
- Over all the study findings reveal that the females whether a young student or a working women, all are strongly willing to support for a female mobility.
- The key triggers are not only at the functional level but it leads to emotional end benefits as well. The key benefits would obviously be for women. They would get relief from male dominance, mal treatment and disrespect at the time of transportation. Moreover, they would not hesitate to go to school/college or university and even to work place. They would grow educationally as well as professionally. They'll feel more relaxed and tension free which is uncovering their personal selves and enhancing confidence in them. Moreover their guardians would be at peace sending their daughters and sisters out of home in a respectful transport system.

On the contrary, there still are constrains to female mobility in specific. The existing transport bodies and the supply side would hesitate in accepting such a transport system. Moreover, the route permit is another main issue for such a transport. Lastly it is very much highlighted that such a transport would be very expensive not in terms of bringing vehicles on road but in terms of implementing the whole project.

The demand side of female mobility service was good enough for launching a service, however there were few concerns like

- The fares should be minimum
- What facilities will be available in the proposed service than their present service
- What extra benefits will they get from such service



- Some of the commuter will get financial benefits, like saving from pick & drop service, some of them will get safe service and get rid of existing service where they even not find a space to sit, and a solution for other problems associated with males travelling with them.
- Few women who were travelling with their men, just for safety purpose will prefer such service because a pressure on Guardian/males will be released because it's a safe and reliable service and they might not anymore travelling with them.
- Parents / guardians also were not convinced with the existing transport system for females. They shared their insecurities and fears while sending their females out, even for school/college or work place. Many of them have limited their daughter's education up to college due to increasing fare and unsafe social environment. And very few allow their females to work. Hence starting such service will encourage women to work and study more and will move freely.
- The idea of a separate female transport service is welcomed by admin/HR departments of various organizations and universities. It would not only provide ease to women but would also motivate them to study and work respectably. Furthermore there are chances that females would be willing to pay a little more than the other transport services for availing a facility exclusive for them.
- However, the idea is still perceived doubtful when it comes to practicality and implementation. Many shared that the female transport service requires a big investment and it requires extensive background work before giving birth to the concept.
- Public buses are considered affordable as compared to other modes of transportation so they are preferred by all commuters coming from different classes. Women bus service will be preferred as it will play a significant role in maintaining privacy and providing comfort feel to women a while travelling unlike local buses.
- Overall the supply side was resisting the idea and service, mainly majority of the transporter were present on the supply side who are already into transport business, they were a little bit worried that if such service will be started then it will capture their share and how will they earn from it whether it is public transport, private transporter like taxi and van operator doing pick & drop service won't like the idea of female mobility, Secondly, the feasibility for such an idea is very low to them. The key reasons that hold them back are:
 - I. Female commuters are usually in rush hours only(mornings & evenings)
 - II. Frequency of females is very less throughout the day
 - III. The capacity of passenger in a bus were about 50-60 and the percentage of female was about 25% of total or may be less than that, if such service will be offered than their vehicles will be empty on some time and they could face losses



This could be even worse in case of wagon where the percentage of female passengers is about 5-10% of total passengers. However most of the public transport operator are driver rather owner of the vehicle, hence they are not making a lot of profits from their vehicle especially nowadays where everything is expensive, if a good salary offer made to them to run such service or drive such buses and get monthly salary, they might get agree in current circumstances due to fear of unknown monthly income.

- Few of the public transporters who are running the vehicle on rent can become a part of such service as driver but their monthly income shouldn't drop from the current income.
- Most of the transporter suggested that the fare per side of such service should be Rs. 26, the only worry to execute such fare can be government who has to approve those fares which might face problem during execution.
- Some of the service providers shared a perception that the fare should be charged at premium because women already are getting benefits from such service as this will be only female service, AC, proper schedule of buses departure and arrival at the final stop and they will get the space to sit in the bus, secondly from transporter perspective, women may not be available during the non-rush hours and a transporter who is running such service have to earn from peak hours and should cross the breakeven point.
- Already existing service providers can introduce transport other than the existing ones such as Daewoo or Metro Cab; Radio Cab service. They can play their role and increase their product line. By this it means that along with their existing transport system they can start up with some vehicles that run exclusively for females. The idea is as simple as replication of their service for female gender. This might be a way for them to enter into a new business that supports female mobility in exclusive.
- Moreover, Transport bodies and policy makers are not strongly excited about the idea of female transport in specific as they are well aware of the restrictions and reservations that might come at the upfront. Nevertheless, they are willing to support women only bus service at their end.
- It is important to share that the transportation bodies and policy makers have great concern about approval of such an idea and route permit for it. They exhibited; to start up a new transport service the process involves series of steps. These are hassle provoking and much extensive and takes years to get approvals. Starting from issue of road map, identification of right area for bus stops, survey and verification of functional routes are some steps in the first phase. It is then acknowledged by IDA secretary , then route is measured and is approved by government secretary transport then to city commissioner then chief secretary and is approved from DIG traffic ,SSP TRAFFIC and finally to SO traffic. It takes almost around 2 years or more for the approval. Nonetheless, it is just a rough perception that around 2.0 to 2.5 Millions are spent till the permit is received .After getting the route permit list of fares is given to the transporters that is approved by the government.
- Moreover, many shared a belief that this 2.0 to 2.5 million breakeven is quite high because it is not the only budget. If one comes to think of starting with 2-3 new



routes it means that the cost would also replicate. In such a case, the risk factor is quite high. Also there might be some cost to be paid under the table. Hence, based on believes and perceptions many service providers shared that the process involves high cost that seems not feasible at this point when a new business is started.

In such a situation the need is to involve the currently existing transporters along with the government work out on flexible and reasonable routes. Initially one route main route should be taken as a pilot route. After detailed observation and feedback the government should chalk out feasibility plan for other possible routes.

- Translating to all the concerns and issues both the policy makers and the transportation bodies shared a perception that the concept of female mobility can work only if the government supports the service strongly. They crux to it is to regulate and maintain its timings. Identifying the female rush hours and routes for such a service might be beneficial, else it might be at a loss
- Last but not the least; they also shared that the transport mafia would not oppose the concept as they have not objected the new buses services such as green bus and metro. They key to it is that the Government must subsidize the service.

Hence starting such a service can be good especially from demand perspective but need more attention from supply, a good combination of demand and supply will run the service smoothly. It won't clash with existing system and a proper profit/financial viability will be required.



Please review the below model.

Model for Female only mobility Service

The source of the below analysis is the attitudes and perceptions of the commuters as well as the service providers that are highlighted through qualitative and quantitative research:

		Obstacles	Solution	Reasons
Who	Daewoo	Not sure whether they would go for an option to provide such service as the feasibility factor for such a business is quite low, nonetheless the willingness exists.		Already into urban transport business like they are running in Lahore AC bus but should tell them about the benefit or increase in the product line, plus Daewoo is a sign of premium service
	Metro Cab	Not sure whether they will go for an option to provide such service Again the feasibility risk is the key concern	Their services will be requiring because they are into transport business plus they can handle the local mafia because of their experience. They can easily issue a route permit and will get the benefit	They will have given a chance to make their entry into urban public transport business like the one they offer from Airport to Cantt station. Secondly Metro Cabs are considered to be premium transports
	Universities	They will be worried about male students if they will collaborate with such service. They might have to call off their existing service as it is for both genders		This will be good in minimizing their cost of female pick & drop, secondly the existing transport system will not see them as potential threat and they can add values in



				minimizing the cost of vehicle
	Big Org (PTCL, NADRA, OGDC, WAPDA etc.)	They will be worried about male employees if they will collaborate with such service. their existing transport facility might be neglected		This will be good in minimizing their cost of female pick & drop, secondly the existing transport system will not see them as potential threat and they can add values in minimizing the cost of vehicle
	Local transport enterprise	Whether how he will see the situation, as such no big transporter available		Whether how he will see the situation, as such no big transporter available but anyone who is into this business can help the client by getting a new permit which might take a year or so
Which	Bus (50 seating capacity)	More financing required		Easy to access If space is not available, even then one can easily stand Safe and secure Easy to ride More female accommodated
Fare per side	Rs. 25 at premium one sided	Getting approval from authority of raising the fares		By extra features like AC, Punctual, seat by seat and special service for female, female can give more than the current fares and get rid of existing service.



				Secondly it was suggested by the private transporter and enterprises. Extra paying for a good, safe and comfortable service is acceptable
Fare Stop to Stop	Rs. 10 per stop	No problem because its lesser than existing		Will be charged at lesser rate so that maximum people get aware about the service and its quality
Preferred timings	7 am to 9 am			The proposed timing are of majority of office and education timings
	Before 7 in morning			
	1 to 3 in the afternoon			
	5 to 7 in the evening			
Facilities	Fixed timing AC More seating capacity Less stop (Time committed) Pure drinking water			These all facilities will make it a premium with respect to public transport and there is possibility of a shift from pick & drop to such service. Pick & drop commuters will get the benefit of luxury service as well as saving from giving extra for pick & drop service

Current Usage Rates

Resource: Data Extracted from qualitative and quantitative research findings



More than 60% of Taxi and Van operator earning is generated from pick & drop service but their monthly earning is lesser than bus/public transport that can carry more passenger at a time than Van/Taxi.

The monthly fuel expense of Bus is around Rs. 29,278, since the ideal transport service is

Existing Service	Taxi	Van Operator	Bus/Public
Seats Available	4	13	34
Passenger travelling	5	14	49
Female Passengers	4	13	15
Monthly earning from Pick & Drop in Rs.	15,505	17,823	
% of earning from Pick & Drop to Overall earning	66	63	
Monthly Fuel Expenses in Rs.	7,110	10,630	19,070
Monthly Maintenance Expenses in Rs.	4,049	4,580	10,209
Total monthly expense in Rs.	11,159	15,210	29,278
Total Daily expense in Rs.	372	507	976
Per Person Expense Daily (Av. 3 trips of bus from one stop to last one)	26.38	12.16	6.65
Monthly Earning Approximately	11,478	15,464	20,760

considered to be a bus who can carry more passengers and is cost effective than van. The above costing is indicative of the fact that almost Rs. 6.65 per passenger is cost while travelling by bus as compare to van which is Rs. 12. It is almost double the amount than a bus.

The whole study was focused on the demand from women/female going out for work or studies, it was suggested earlier that there is a strong demand from female for an exclusive service for them so that they can get the benefit from such service and may switch from their existing service.

Lastly such service can reduce their costing by placing advertisement on their buses of different companies.

New Service PUBLIC BUS	Bus/Public
Assuming AC bus with all facilities, Fuel and Maintenance Expense one side	400
Monthly expense on 3 trips and 26 days travelling	62,400
Upper Limit Fare Rs.	25
Lower limit Fare Rs.	12
Average Fare Rs.	18.5
Average per side Passenger	50
Per Person Costing Daily (Av. 3 trips of bus from one stop to last one per side)	8
Daily income @50 persons@18.5/passenger (3 trip each day)	5,550
Monthly Income	144,300
Total Earning per month (monthly income minus monthly expense)	81,900



The above chart indicates that if a new service is introduced for females exclusively that the rough estimate on cost (fuel & maintenance) by transporters is shared as Rs.400 with AC on each trip comprising approximately 50 passengers.

As discussed earlier that at least such a transport should be available in rush hours hence it seems that for 3 trips every day for 26 days in a month (Sunday off) approximately requires passenger to pay at least Rs 18. The more the frequency of female commuters the more would be the benefit.

In the current scenario it is perceived that the total estimated monthly earnings will be around Rs. 81,900 from one bus if a bus completes 3 trips (to and from). If the transporters saves some cost than there are chances of sustainability for such a transport system else it seems not possible.