

PROMOTING GENDER EQUALITY WITH VOLVO CAR INDIA

Engines were revving and the ladies were ready in their seats on June 16. Why? Volvo Car India flagged off a drive for women, at Automall, New Town, to promote gender equality under the E.V.A. (Equal Vehicles for All) initiative. The initiative ensures safety for men as well as women, ditching the traditional method of testing on “Male Crash Test Dummies”. Since women have a different anatomy, they are effected differently in crashes. The Volvo cars have been tested with female crash test dummies delivering safety for women drivers. Not only that, Volvo Cars is aiming at one-third of all leadership positions by 2025 to be occupied by women and has a 23 per cent women workforce. “Volvo globally has started working on many gender equality projects. People and safety come first, which is why they researched for 15 years under the E.V.A. initiative and tested out with men and women dummies. To promote this gift that Volvo has given to the world, we are carrying out this rally in different cities,” said Nikunj Sanwaria, director sales and marketing, Volvo Cars India.



Sisters Neha (right) and Ritika Agarwal were a part of the Volvo rally. “It was brilliant. I felt so empowered and it was a nice initiative. The features of the Volvo cars actually made us feel safe and it’s quite different from the cars we drive,” said the sisters.

The women drivers posed after their rally. “The car I drove today was beautiful and I’m looking forward to driving a Volvo back to my home. It was very swift and has its own features that are easy to use,” said Anita Madhogaria (third from left). Pictures: B. Halder