

Funded by the European Union



Promoting the switch to a greener city



# Switching to a Sustainable Auto-rickshaw System

Implemented by:



Project Brief

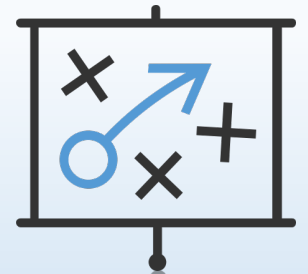
# Objective



To scale up a replicable and **sustainable auto-rickshaw** transport system, based on **clean technologies**.

To efficiently integrate **environment friendly** auto-rickshaws to mass transit thus becoming the preferred mode of choice for first and last mile connectivity while at the same time improving the **livelihood status** of auto drivers

# Strategy/ Activities



**Access to green auto-rickshaws for drivers + empower the auto-driver community**

- Capacity building
- Facilitate loans
- Organise drivers into federative structure

**Triggering positive shift among users**

- **Behaviour Change Campaign (BCC)**
- Customer feedback
- Platform App to book auto for public transport users

**Clear Policy Framework**

- **Friendly regulatory framework**
- Identify policy gaps
- Promote discussion

**Demonstration of Pilots & Framework**

- Pilot launch of electric Auto-Rickshaws
- Pilots on integration of autos to Metro Rail network



# Achievements/Uniqueness



- **28000** drivers reached, **5474** enrolled to the project and **2100** organized in groups
- **1975** drivers trained and signed a code of conduct.
- A state level **Cooperative society** of drivers incorporated

- A research study on benchmarking **best practices in the IPT sector**
- An in-depth behavioural research on customer perception and trigger for shifting to **sustainable Auto-rickshaws** in Bangalore and Chennai

- **The Carbon foot-print analysis** of 2-strokes and 4-strokes autos in Bangalore
- **Sustainability guidelines** for IPT Sector
- International Seminar on IPT in Bangalore

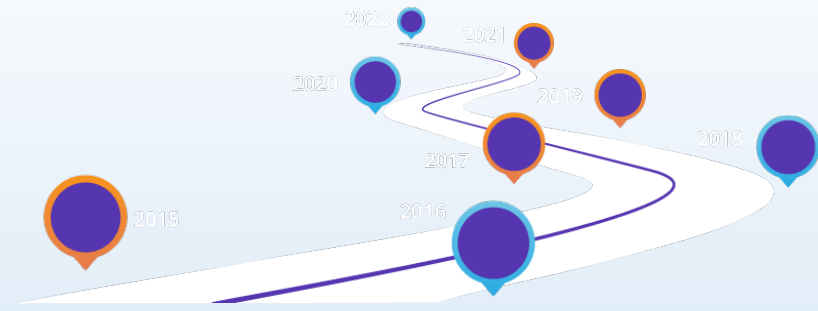
- **Launch of a pilot** EV as feeder to Chennai Metro Rail Limited
- Promote **electric auto-rickshaws** in Bangalore .
- **A financial instrument** for promoting financing of green auto –rickshaws developed.
- The **NBFC** supported by the project receives **RBI license**







# Activities- 2019



## Demand Creation for Cleaner Autos:

- A ride booking app for public transport users
- A Behavioural Communication campaign in Bangalore and Chennai to promote use of sustainable transportation auto rickshaw system
- Total Cost Ownership analysis of electric Auto in Chennai and carbon foot print comparison of shared and non shared autos

## Policy & Regulatory framework and Pilots:

- Synthesis report of electric auto feeder in Chennai
- Supporting the development of policy framework for promotion of electric auto-rickshaws in the two cities
- International Exchange programme and national seminar

## Supply of customer friendly services:

- Training 5000 drivers in Bangalore under a common code of conduct
- Increase the membership of state level cooperative to 2500
- Facilitating loans to 1100 drivers for buying less polluting auto-rickshaws(electric and 4-stroke autos)
- Integration of autos to metro rail services in Bangalore



# Project Partners



European Union -  
Switch Asia Program



Fondazione ACRA



Stitching ENVIU Foundation

**Execution** – Ecosystem enabler  
for Auto rickshaw drivers



The Energy and Resources Institute

**Policy Lead** – Drive Policy Change  
Initiatives



Women Health & Development

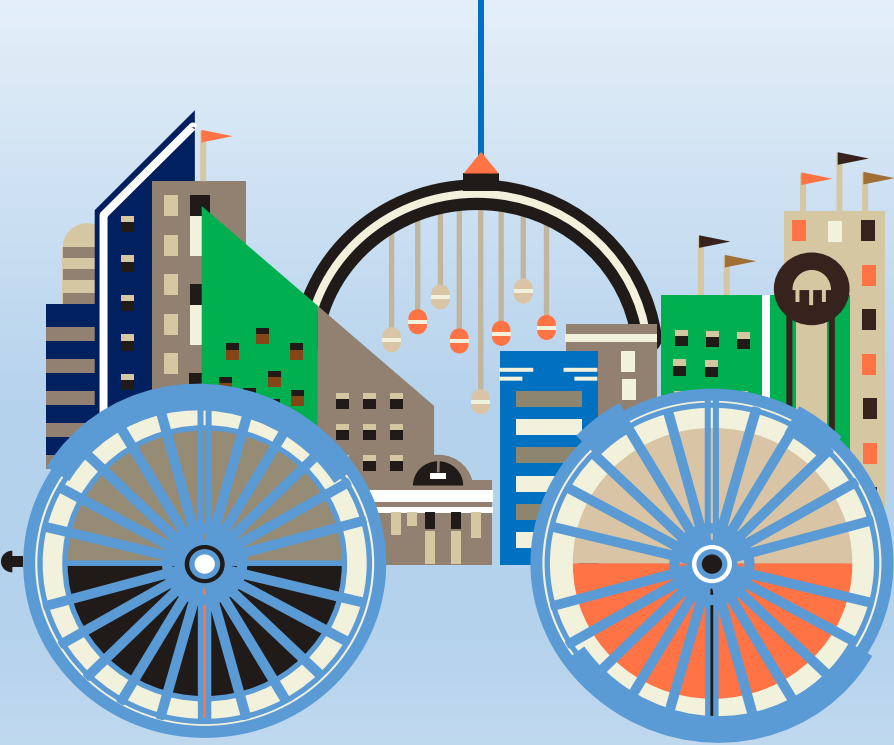
**Execution** – Auto –driver  
Community Mobilisation

Primary **FUNDER**

**Coordination** – Overall  
Project Management



# Thank You



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