

namma auto

The new fun way
to explore your city!

Auto rickshaws form an efficient mode of first / last mile connectivity in India's urban road transport system. Namma Auto Project is targeted to make environmentally friendly auto rickshaws to be the mode of choice for Urban Transport, while at same time improving the livelihood status of auto drivers.

The project is implemented by:



Funded by:



Sustainable Mobility

1

Sustainable transport

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Sustainable transport is a key element of a sustainable lifestyle.

Sustainable lifestyle is about keeping our societies and lives in balance with our natural environment.

All our choices pertaining to energy use, transport, food, waste and communication at our workplace or home contribute to sustainable lifestyles.

2

Environmentally safe transport

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A shift to environmentally friendly transport modes by service providers and end users is the foundation of a sustainable transport system.

Change has to be triggered at the provider level, user level and at the regulatory level.

3

Improved transport provisions

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India's Public Transport system is still inadequate to meet the demands of its increasing population.

The public transport systems such as metrorail networks are improving. However, the first and last mile connectivity segment remains underserved.

At the same time, there is an ever increasing burden of vehicles on India's urban roads with increasing traffic congestion and air pollution.

THE SOLUTION

Efficient urban transport systems

Auto rickshaws have been a landmark feature of Indian roads since their introduction in the late 1950's, forming an indispensable element of mobility for million of people in its cities and villages.

The cities of Bangalore and Chennai have over 150,000 auto rickshaws plying their roads everyday. However, they are still not the most efficient and user-friendly option. Auto rickshaws have the potential to be the most user friendly, efficient, cost effective mode of transport. They can sustainably complement other modes of public transport.



The Namma Auto Project

An Environment Friendly Solution To Address Problems Faced By India's Auto-Rickshaw Drivers and contribute towards sustainable mobility solution

By switching to a sustainable auto-rickshaw system urban Indian lifestyles can be made sustainable and poverty can be reduced.

The starting point for a more sustainable auto-rickshaw system is to influence the customers choices toward this sustainable solution while addressing and dealing with the main challenges faced by the drivers.

Sustainable Auto Rickshaw System : Key Challenges

Customer Dissatisfaction

Due to misbehavior, overcharging for rides, denying to take up short sector / particular direction rides, refusing to run by meter etc is weaning away customers to other modes of transport.

Unorganised Sector Low Bargaining Power

Unorganised Sector — Low Bargaining Power
Collective Strength to adjust to the dynamics of mobility/ transport system and also
Technology changes is missing

Occupational Health and Safety Hazards

Auto Drivers have high exposure to Noise, Dirt, Dust and Pollution — leading to physical health as well as high stress levels. This causes behavioral issues and lifestyle challenges with them.

Target Groups For the Namma Auto Project

The Primary Target Group:

- Auto-rickshaw drivers and their close families involved in the Project: 13,500 auto-rickshaw drivers in Bengaluru and Chennai.
- Urban Passengers in Bengaluru and Chennai; Students, Professionals, Women, Elder People, School Children etc. and tourist groups: 2,500,000 urban citizens and 10,000 tourists are targeted
- Local authorities: Transport, Environment sector, Financial Sector

The Secondary Target group

- People living in Bengaluru and Chennai
- Information platform and networks
- Auto-rickshaw manufacturers
- Service provider companies: banks, insurance companies, etc.

Tertiary Target Group

Citizens and service providers in other cities of India, and South Asian countries

The Big Question

Can Auto Rickshaw Be...

**ENVIRON-
MENTALLY
FRIENDLY ?**

**MORE USER
FRIENDLY?**

**OPERATED
PROFITABLY?**

How 'Namma Auto'
plans to address
these questions

Empower the auto-driver community

This will be done through following modes:

- Financial intermediation and support to manage savings and investment
- Capacity building and training facilitation to ensure better service
- Facilitate loans to buy clean technology autos
- Organize drivers into a federative structure for collective strength
- Provide additional avenues for income from their auto rickshaws

Triggering positive shift among users

- Information and Education about the implications transport choices
- Facilitate customer feedback to service providers
- Offer a platform to actively engage in this process through campaigns

Friendly regulatory framework

- Involve key stakeholders to identify policy gaps and address them
- Promote discussion on sustainable auto transport matters at various forums at state and national level



Visualise the Change !

The proposed model has already been piloted with success in Bengaluru by a social enterprise called 'Three Wheels United' (TWU). The Namma Auto Project will scale this up in Bengaluru and Chennai.

The Namma Auto Project is expected to directly impact 13,500 auto drivers in Chennai and Bengaluru. 125,000 passengers (5% of the total number of urban passengers) will be served by the sustainable auto rickshaws of the Namma Project.

The Desired Outcomes Of the Namma Project

- The demand for eco-friendly auto rickshaws in the cities of Bengaluru, and Chennai increased.
- The auto rickshaw becomes environmentally, economically, financially and socially efficient for passengers, including tourists, and operators (auto rickshaw drivers and service providers) thus evolving into a credible green business proposal
- The regulatory framework is improved to promote the use and purchase of eco-friendly auto rickshaws.

What can you do?

Join us in contributing towards a cleaner environment in your city by making Namma Auto your first choice of commute.

Project Partners

The project is funded by the European Commission under the Switch Asia Programme on Promoting Sustainable Consumption and Production. The project is implemented by a consortium of partners with complementary organizational strengths.

Fondazione ACRA (ACRA Foundation), Milan, Italy

An international NGO, headquartered in Milan, Italy with over 4 decades of social development work in Asia, Latin America Africa and Europe in the thematic areas of Water and Sanitation, Energy and Environment, Food Security, Social Business and Education. ACRA's strategy is focused on sustainable development; specifically inclusive businesses and social enterprises that can effectively deliver sustainable solutions. ACRA is the coordinator for this project and will be responsible at the operational, methodological, communicative and administrative levels.

Website: www.acra.it

Stichting Enviu (Enviu Foundation), Netherlands

Stichting Enviu is a Netherlands based organization that focuses on designing market based solutions in developing countries. It is also the promoter of the social enterprise 'Three Wheels United' that organizes drivers to migrate their auto-rickshaws to four stroke engines. Enviu, leads the community building activity that involves organizing the auto drivers, financial intermediation, capacity building and formation of federative structures of drivers.

Website: www.enviu.org

Women Health and Development (WHAD), Bangalore

WHAD is Non profit organization with over two decades of community building and development experience primary around issues related to health, education, livelihood and rights of women and children. WHAD will be responsible for community mobilization and organization of auto-rickshaw drivers in association with Enviu. Website: www.whadindia.org

TERI, Delhi

(TERI) is a leading think tank dedicated to conducting research for sustainable development of India and the Global South. TERI shall be steering the policy component of the project that involves stakeholder engagement for identifying policy gaps and suggestions, capacity building of key stakeholders for policy initiatives and dissemination of key policy outcomes of the project at national and International level.

Website: www.teriin.org

WHERE

The project is being implemented in the Cities of Bengaluru (Karnataka State) and Chennai (Tamil Nadu State) and in the long run to many other urban settlements.

The project is implemented by:



Funded by:

contact

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