



Promoting the switch to a greener city



List of all Media coverage, Events and List of Publications 2016-2020

The project is implemented by:



Funded by:



Media Coverage



Business World article - January 2019



Auto Day Coverage - November 2018



The project is implemented by:



Funded by:



Chennai pilot launch coverage 2019



THE TIMES OF INDIA



THE TIMES OF INDIA



#SWARAJYA

NEWS TODAY



Youtube: Coverage 2019



Future Mobility Expo 2019



THE TIMES OF INDIA

The project is implemented by:



Funded by:



Coverage Under Behavioural Change Campaign - Jan- May 2020

Bengaluru: Now, shared autos for last-mile connectivity at Indiranagar Metro Station
The Times of India | 5 February, 2020
Print and Digital



THE TIMES OF INDIA

Reinforcing the Rickshaw Men | How Namma Auto, A European Union-backed project is trying to make drivers adopt to sustainable practices
The Hindu | 7 February 2020
Print and Digital



THE HINDU

This EU-funded project is pushing auto drivers to switch to clean mobility in Bengaluru
YourStory | 12 February 2020
Digital



Ms. Manju Menon, Project Lead, Namma Auto Project is on air- Talks about the Shared Auto Services
Red FM | 7 February 2020



Listener Sailesh has started using the Shared Auto Services from Indiranagar to EGL- He is saving Rs.2500 per month
Red FM | 7 February 2020



Morning No. 1 Producer Dhimoyee takes a Shared Auto Ride- Shares her experience
Red FM | 7 February 2020



Shared Auto Services- Which city in India is the first to get Shared Auto System- Listener Amit wins goodies by Sleepwell
Red FM | 7 February 2020



Switching to Sustainable Transport: Learnings from the Namma Auto Project – Authored Article by Manju Menon
Sustainability Outlook | 12 February 2020



Coronavirus Update | Bengaluru's auto drivers struggle due to lockdown
The Hindu | 30 March 2020
Digital



Bengaluru, E-autos to help vendors deliver staples
The Times of India | 28 March, 2020
Digital



THE TIMES OF INDIA

Amid the lockdown Namma Auto Plans to better the plight of the auto rickshaw drivers
YourStory | 10 April, 2020
Digital



A press release was printed in six regional publications:

- Sanjevani
- Times of Karnataka
- Kannada Prabha
- Samyuktha Karnataka
- Sanje Samachara
- Vaaratha Bharati

The project is implemented by:



Funded by:



Radio Campaign:

The radio activity conducted between March 2019 and May 2020 is **33.2 million**, with unique listenership base of approx 6-8 million.



International Media

> PRESS AGENCIES



The project is implemented by:



Funded by:



International Media

> NEWSPAPER AND WEB



The project is implemented by:



Funded by:



Digital Media and Influencers:

The total unique audience reach this marketing avenues reached approx. 900,000 to 1 million people



- **The Little Black Book:**
The LBB editorial piece garnered 20,000 page views. The LBB Video has reached their direct following of 75,000 people and garnered

- **Influencers:**

The influencer exercise with 5 influencers in Bangalore reached a grand total of 680,200 individuals within the immediate and 1st degree networks within one week



The project is implemented by:

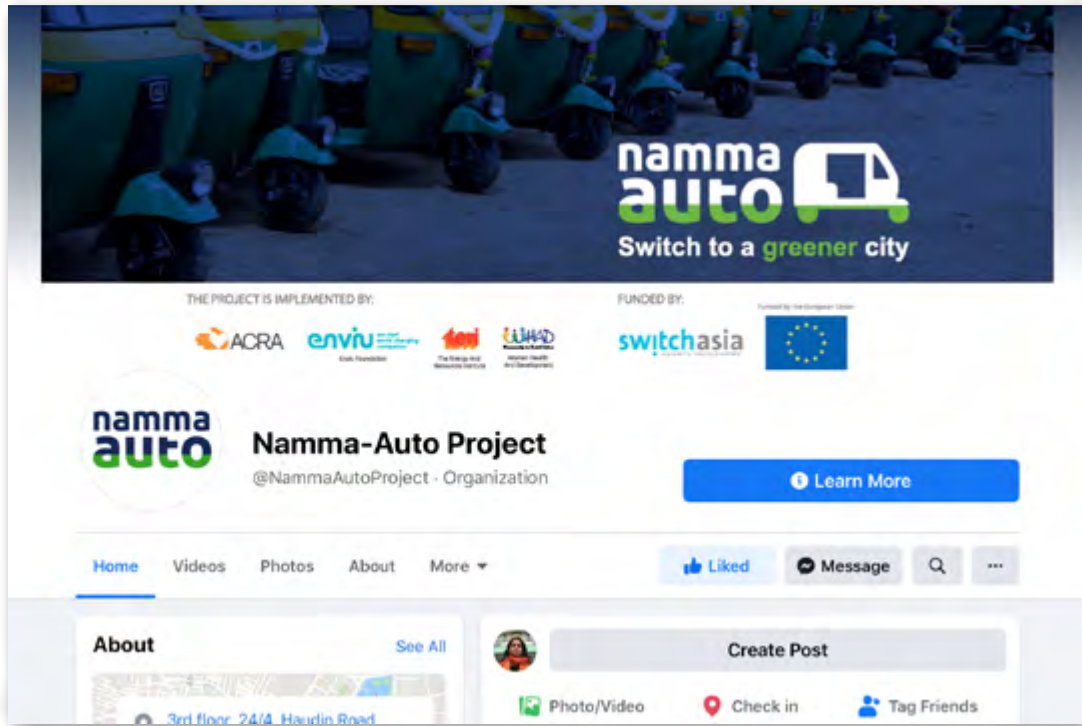


Funded by:



Social media campaign

- Facebook



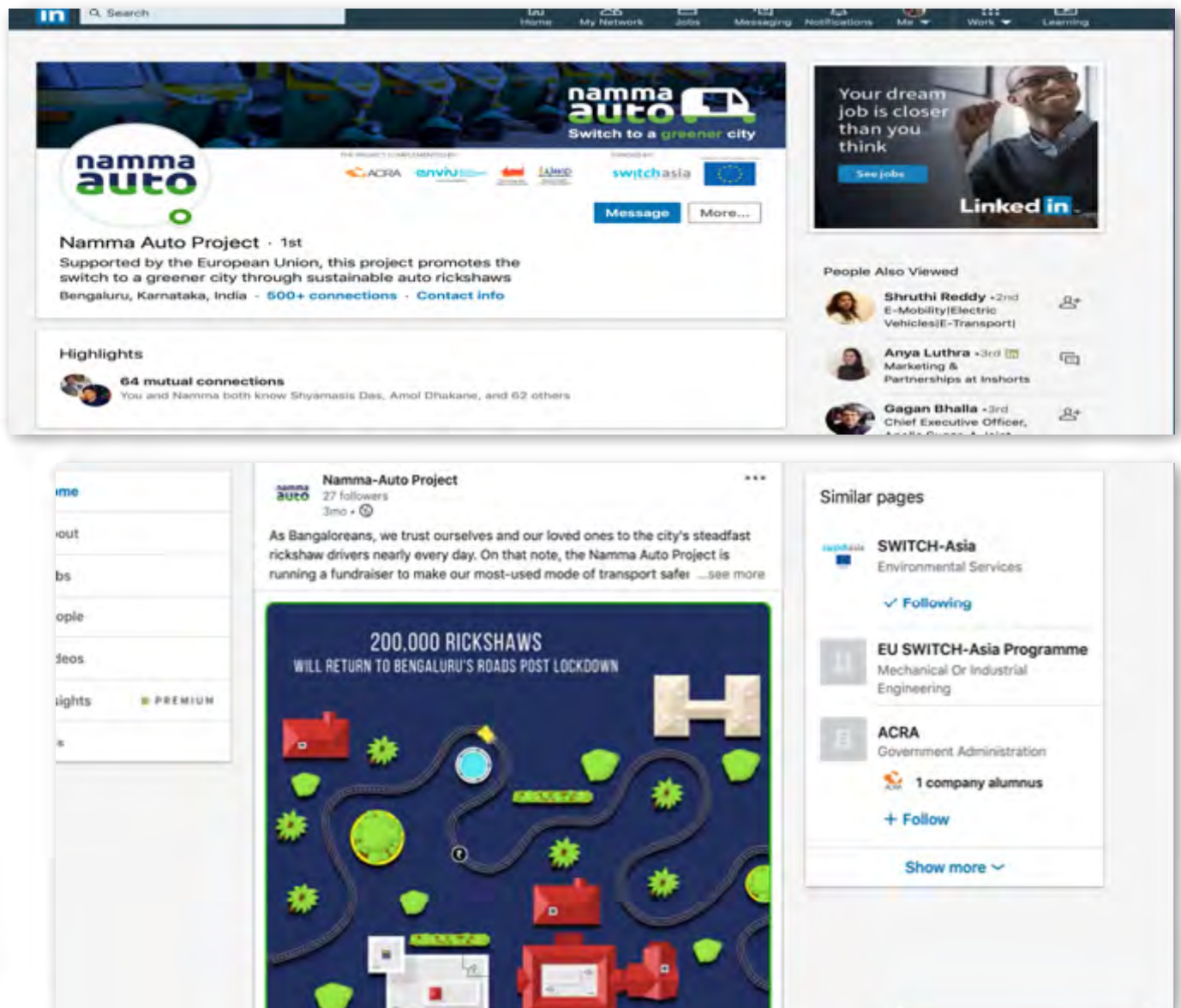
The project is implemented by:



Funded by:



• LinkedIn



The project is implemented by:



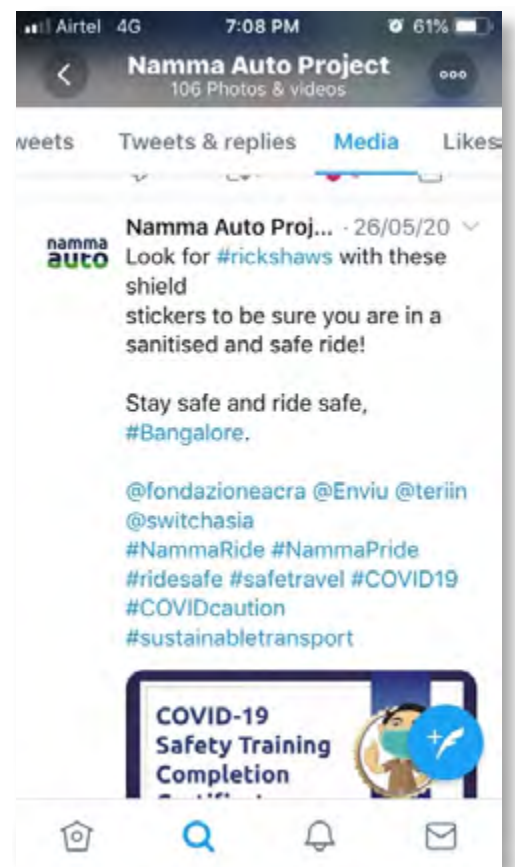
Funded by:



• Instagram



• Twitter



The project is implemented by:



Funded by:



Publications

- **Project brochure: soft and hard copies of the project brochure carrying information and logo of EU is shared widely to introduce the project.**
- **Baseline Study in the Project**
- **Five Publications:**
 - 1. Regulatory Mechanism for Electric Three-Wheelers*
 - 2. Best Practices Related to Intermediate Public Transport Systems*
 - 3. Estimating Vehicular Emissions from autorickshaws plying in Bengaluru city*
 - 4. Assessing the environmental benefits from Switching Auto rickshaws in Chennai to Electric.*
 - 5. Voluntary guidelines on CSR and Sustainability in IPT Sector*



The project is implemented by:



Funded by:





Promoting the switch to a
greener city