Switching to a Sustainable Auto-rickshaw System
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**
- **Behaviour Change Campaign (BCC)**
- **Customer feedback**
- **Platform App to book auto for public transport users**
- **Friendly regulatory framework**
- **Identify policy gaps**
- **Promote discussion**
- **Pilot launch of electric Auto-Rickshaws**
- **Pilots on integration of autos to Metro Rail network**

**Triggering positive shift among users**

**Clear Policy Framework**

**Demonstration of Pilots & Framework**
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 footprint 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

- **Primary FUNDER**
  - European Union - Switch Asia Program

- **Coordination – Overall Project Management**
  - Fondazione ACRA

- **Execution – Ecosystem enabler for Auto rickshaw drivers**
  - Stitching ENVIU Foundation

- **Policy Lead – Drive Policy Change Initiatives**
  - The Energy and Resources Institute

- **Execution – Auto –driver Community Mobilisation**
  - Women Health & Development
Thank You

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