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

The project is implemented by:

Funded by:
Media Coverage

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 the same time improving the livelihood status of auto drivers.

Business World article - January 2019

Auto Day Coverage - November 2018

The project is implemented by: Funded by:
Chennai pilot launch coverage 2019

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 the same time improving the livelihood status of auto drivers.

Youtube: Coverage 2019

Future Mobility Expo 2019

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*

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*

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

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*

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
- Samyukta Karnataka
- Sanje Samachara
- Vaaratha Bharati
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

- Vatican News
- Vatican News
- Vita
- XXI Secolo

- La Repubblica
- Corriere Quotidiano.it
- Borinewstv.it

- CQ24 BlogCQ24.net
- Il Denaro
- Denaro.it
- Zazoom

- Virgilio
- Zerouno TV
- Sannio Portale.it

- Libero 24x7
- Libero 24x7
- Libero 24x7

- Dire
- Corriere Nazionale

The project is implemented by:

Funded by:
Digital Media and Influencers:

The total unique audience reach this marketing avenue 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

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The project is implemented by:

[ACRA](#) [envi](#) [AC sell](#) [univ](#) [AC bud](#) [ACR](#) [AC lad](#) [ACR](#) [AC rad](#) [ACR](#) [AC rad](#)

Funded by:

[ACRA](#) [envi](#) [AC sell](#) [univ](#) [AC bud](#) [ACR](#) [AC rad](#) [ACR](#) [AC rad](#) [ACR](#) [AC rad](#)
Social media campaign

- Facebook

The project is implemented by:

Funded by:
LinkedIn

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

• Instagram

• Twitter

The project is implemented by: [image]

Funded by: [image]
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*
namma auto
Promoting the switch to a greener city