



G-Auto



Indian Railways Vs Auto Rickshaws

Parameters	Indian Railways	Auto Rickshaws
Fleet Size	12000	50 lacs
Passengers/Day	2.5 cr	24 cr
Direct Employment	13 Lacs	60 Lacs
Revenue Collection	45000 Cr	1,80,000 Cr
Impact to Exchequer	Loss (Appx 25000 Cr)	9000 Cr
Infrastructure Support	Stations, Railwayline, etc	Nil

TCS Employee Fighting for Life After Jumping from Moving Auto

Cities | Reported by Tejas Mehta, Edited by Sanchari Bhattacharya | Updated: August 05, 2014 18:10 IST

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Swapnali Lad, working with TCS, is battling for her life in a hospital near Mumbai

THANE: Swapnali Lad, a 24-year-old software engineer, is battling for her life in a hospital near Mumbai after she jumped from a moving rickshaw, allegedly to escape a bid to kidnap her.

The police claim that on Saturday night, Ms Lad, who works with software giant

Tata Consultancy Services or TCS in Mumbai was headed home from work when witnesses saw her screaming and then jumping out of the auto.

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Journalist attacked by autorickshaw driver

PTI | May 23, 2014, 05:17 PM IST

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A journalist of a Malayalam newspaper suffered fractures in both his arms after he was attacked by an autorickshaw driver with an iron rod, police said.

KOCHI: A journalist of a Malayalam newspaper suffered fractures in both his arms after he was attacked by an autorickshaw driver with an iron rod, police said.

The incident occurred in the heart of the city at around 11.30pm last night when R Lenin, news editor of 'Kerala Kaumudhi' was on his way home after night shift.

The autorickshaw driver demanded Rs 40 for a short trip from M G Road to KSRTC bus stop, leading to a heated exchange of words.

Lenin got down halfway through and said he would file a complaint with police. This angered

the autorickshaw driver who then used an iron rod to attack the scribe and injured him, police said.

RELATED

» KSRTC terminal work to begin soon

BangaloreMirror

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FORECAST THUNDERSTORM WITH RAIN | SUNRISE 05:57 HRS | SUNSET 18:50 HRS | SENSEX 25,516.35↑ | NIFTY 7,634.70↑ | GOLD ₹27,843.00/100

700 UNDERCOVER COPS — INCLUDING **100** WOMEN — EMBARK ON A **15-HOUR** STING OPERATION ON AUTOS ON MONDAY. POSING AS KANNADA, ENGLISH AND HINDI-SPEAKING 'COMMUTERS', THEY TEST THE RESPONSE OF DRIVERS. **3,360** DRIVERS FINED. **450** AUTOS SEIZED

#THEAUTORAID



Prakruti PK
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TWEETS @PKK10

In an unprecedented action, nearly 700 traffic police — including 100 women — (all of them in plainclothes) spread across the city to conduct a massive sting operation on Monday. The purpose of the sting that lasted 15 hours starting at 6am, was to get to the bottom of the perennial Bangalore grouse that there are several rogue autorickshaw drivers. The Bangaloreans' pet peeve was vindicated: the cops found that four out of 10 auto drivers were errant, either overcharging, re-

fusing to ply to one's destination or just being downright rude, and more.

As many as 20 cops from each of the 40 traffic police stations in the city participated in the undercover raid. The trigger for mounting a drive on this was a recent Facebook post by a 22-year-old human rights activist that she was allegedly assaulted by an auto driver in Shantinagar went viral.

Monday's crackdown saw 3,360 rogue auto drivers booked for offences ranging from refusing hire, overcharging, not holding a vehicle permit or driver's

Join the conversation on
#THEAUTORAID

➤ Share your experiences — the good, the bad and the ugly — of last three months with Bangalore autos.

➤ Say well done to the Traffic Police for #TheAutoRaid.

Share your views with us on:
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bmfeedback@gmail.com

TURN TO PAGE 6

- ▶ Initiated - 2009
- ▶ Autos - 15
- ▶ Investment-**INR10,000**



Where is G-Auto upto?



- ▶ Total Members enrolled - 21 000
- ▶ Cities with G-Auto operation:

- Ahmedabad
- Delhi
- Gurgaon
- Rajkot
- Surat
- Vadodara



Problems of RATS:

R

- Refusal

A

- Accessibility

T

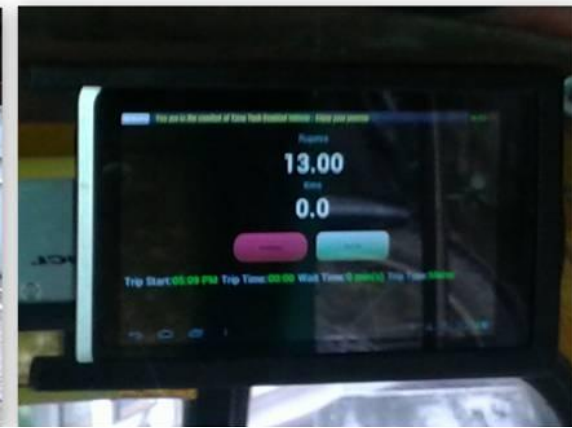
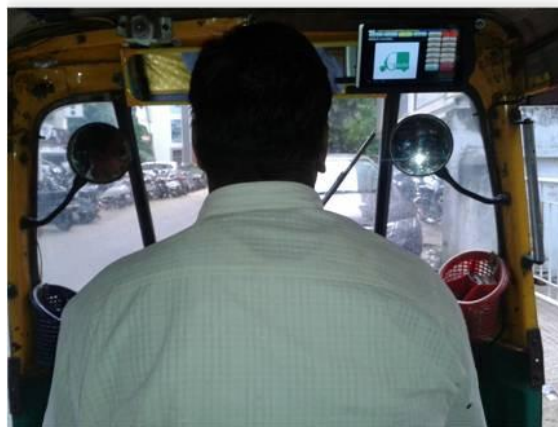
- Transparency

S

- Safety



Role of Technology:



Refusal – Don't talk to driver

- Book through call, website or mobile app

Accessibility – Don't go to driver

- Driver will locate your place

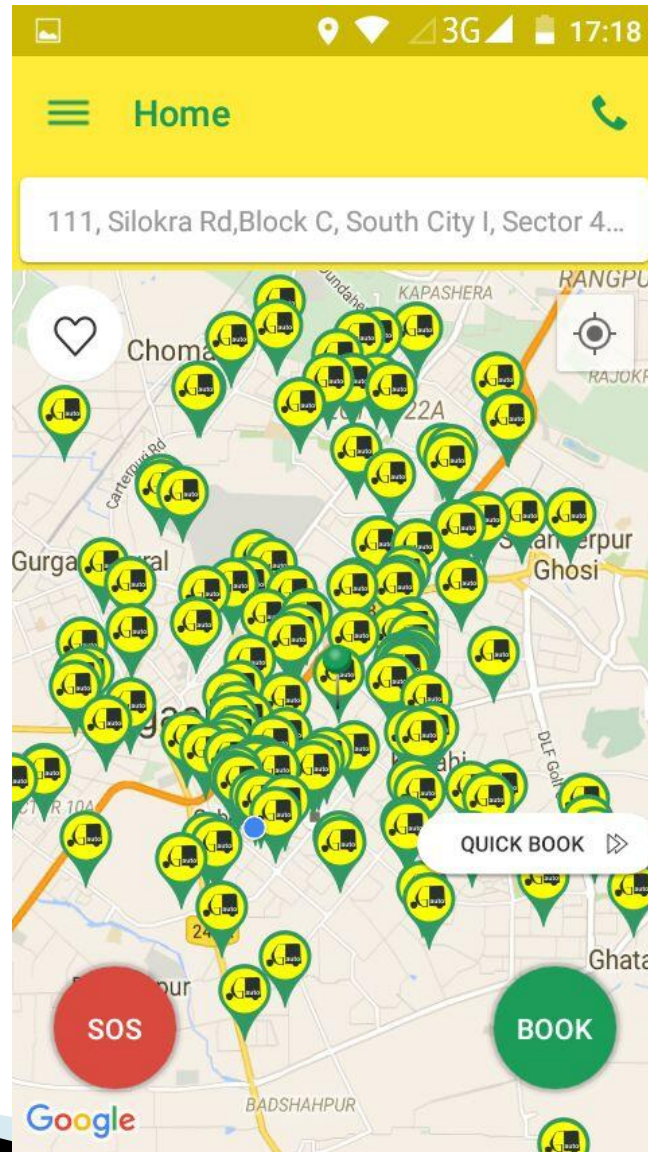
Transparency – Don't ask to driver

- We keep eye on what you are paying

Safety – Don't bother about driver

- We have his data and track record report

Online Presence



G-Auto ensures:

Prosperity

Security

Dignity

G-Pilot



Financial inclusion of G-Pilots:



Training on financial and gender sensitisation



G-Pilots training by city police commissioner:

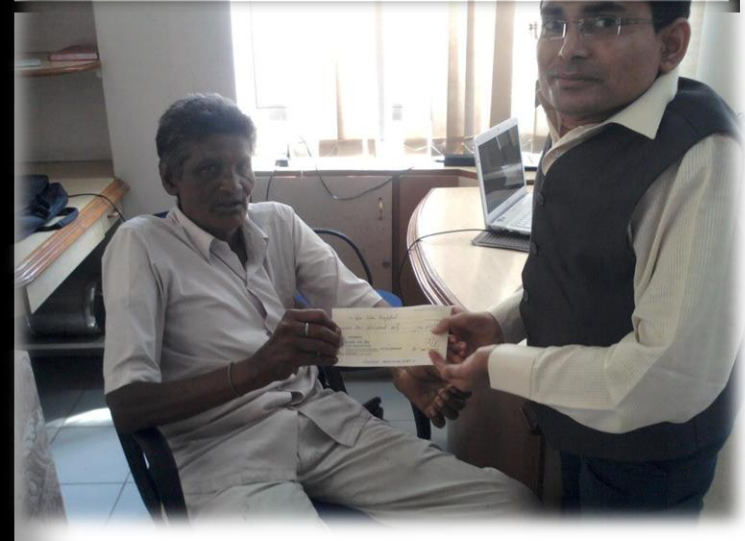


Municipal Commissioner of Gurgaon with G-Pilots



Medical support to G-Pilots upto Rs 25000/





G-Pilot met with an accident when a stray dog jumped in front of his running vehicle. He got his medical expenses covered from G-Auto welfare fund.



PM Mudra Scheme:



G-Auto Pension Plan:



Awards & Recognitions:

- ▶ International SMART Mobility Award 2014, USA
 - ▶ Volvo Sustainable Mobility Award 2014, Sweden
 - ▶ IUT 2014, MoUD, Govt of India
 - ▶ Trend Setter Award 2015, Gujarat Innovation Society
 - ▶ Mentioned by Mr Narendra Modi several times on FB and TV interviews
 - ▶ Formally recommended by Govt of India in 2012 to all the states of India to replicate the service
- 

International SMART mobility Award 2014 – ITS World Congress, Detroit, USA



Volvo Sustainable Mobility Award 2014 : Ambassador of Sweden and Chairman Volvo Bus



IUT 2014 award' - Ministry of Urban Development, GoI

G-Auto gets national award

Founder Nirmal Kumar honoured at UMI conference in Delhi

*dna correspondent
@dnaindianews*

Nirmal Kumar, founder of G-Auto, an Ahmedabad-based rickshaw commuter service, was honoured for his effort by the Centre on Friday.

The Indian Institute of Management-Ahmedabad(IIMA) graduate won the award in the

best urban mass transit project category at the Urban Mobility India (UMI) Conference and Expo. It is an annual event organised by the Institute of Urban Transport (India), under the aegis of the Ministry of Urban Development, Government of India.

He won the award after being evaluated by an award selection committee headed by M Ramachandran, former secretary, ministry of urban development.



The smart auto rickshaw group has been a pioneer in bringing technology to India's common mode of transport - the rickshaw, into an organised sector. They have formed a social group under the umbrella brand well. It has also introduced technologies like telebooking service for auto, GPS previously to bring transparency into the transport system.

G-Auto had also won an award at the SMART Grand Mobility Award, 2014.



Trend Setter Award 2015 - Gujarat Innovation Society



Mountain man award by IIMA & Manjhi team



International Appreciations & Recognitions:

- ▶ Appreciated by Mr Michael Bloomberg, the mayor of New York.
 - ▶ Invited to “International Sustainable Mobility Event 2012” in London by Shell Foundation.
 - ▶ Invited by New City Foundation, New York to international summit at Sau Paulo, Brazil in 2013.
 - ▶ Invited by WHEF in Bangkok to talk on G–Auto initiative.
- 



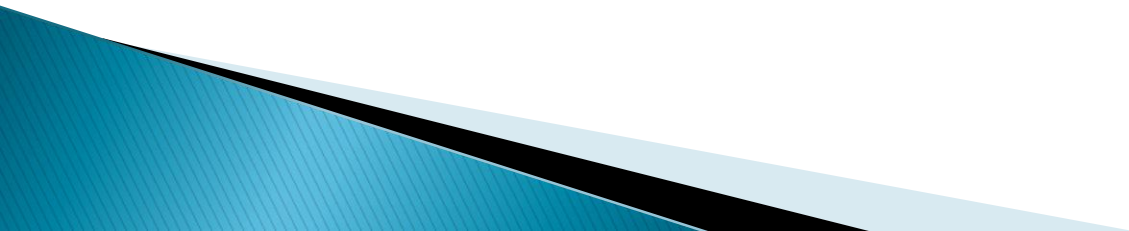
Mr Narendra Modi and Nirmal Kumar on G-Auto

MoU with Govt and civic bodies:

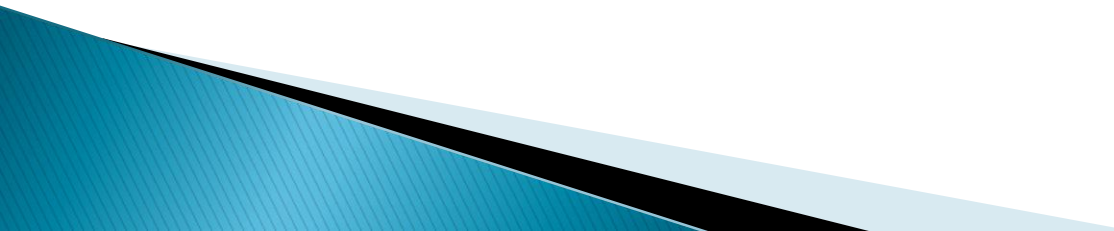
- Ahmedabad MC
- Gurgaon MC
- Rajkot MC
- Surat City Police
- Baroda MC
- Indian Oil Corporation



Role
Of
Auto Rickshaws
In
People logistic



USP of autos in people logistics

- Cheapest
 - Safest
 - Less pollution
 - Less congestion
 - No supply constrain
- 

Cost Comparison: Taxi Vs Auto

Input Data

	Car	Auto
Fuel Price	55	46
Cost of Vehicle	700000	150000
Drivers' Salary	15000	15000
Vehicle Life	5 yrs	5 yrs
EMI	25000	4500
Vehicle run with customer/day (km)	150	150
Empty km (extra)	25%	25%
No of working days	25	25
Vehicle Mileage	15	40

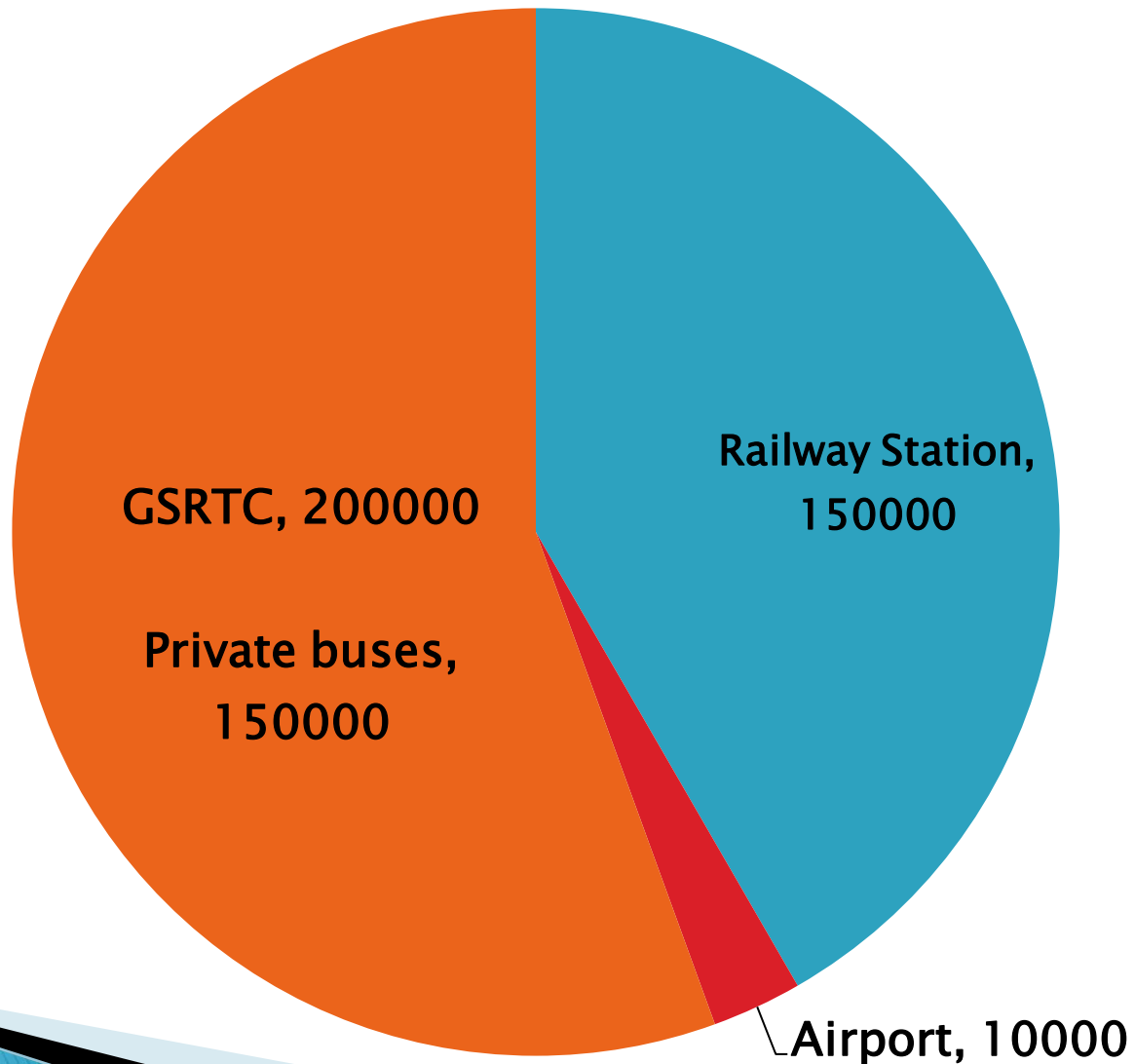
Cost comparisons: Taxi Vs Auto (Per KM)

	Taxi	Auto
EMI (3 years)	7	1.5
Fuel	5	1.3
Maintenance	1	0.2
Driver Salary	4	4.0
Total Cost of Running /km	18	7.0

Focus Point (Niche segment):

- ▶ Railway station
- ▶ Airport
- ▶ Bus stop
- ▶ Tourist spots

Ahmedabad: No of commuters/day



Financial sustainability for aggregators

Feeder Services	% of total users	No of commuters
GSRTC (Intercity)	10 % of 200,000	20, 000
Private Buses (Intercity)	40 % of 150, 000	60, 000
Railways	30 % of 150, 000	45, 000
Airways	10 % of 10,000	1, 000
Total		126, 000

Booking commission @ Rs 5 booking = Rs 5 * 126, 000 = Rs 630, 000/day

Revenue / Annum = Rs 23 Cr / City

Financial Sustainability for aggregators:

Total no of autos in Ahmedabad = 150,000

Passenger / Auto / Day = 10

Total no of auto trips/day= 15 lacs

Target 20 % of total under app booking=3 lacs

Revenue @ Rs 5 / booking = Rs 15 lacs/day

Annual Revenue = 54 cr/city

What are deterrents:

Low smart phone penetration to auto drivers

Low smart phone penetration to users segment

Low Internet penetration

Slow Internet speed

Lower education level of auto drivers

Availability of auto on road

Predatory pricing by cab aggregators



What's next:



Electric auto:



Solar auto:



Thank You