



GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS



Enormity of Urban Freight in Indian Cities

Learnings from Jaipur City, Rajasthan

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Quick facts about Jaipur City



State Capital
of Rajasthan

6.6 million+
Population

485 SqKm
District Area

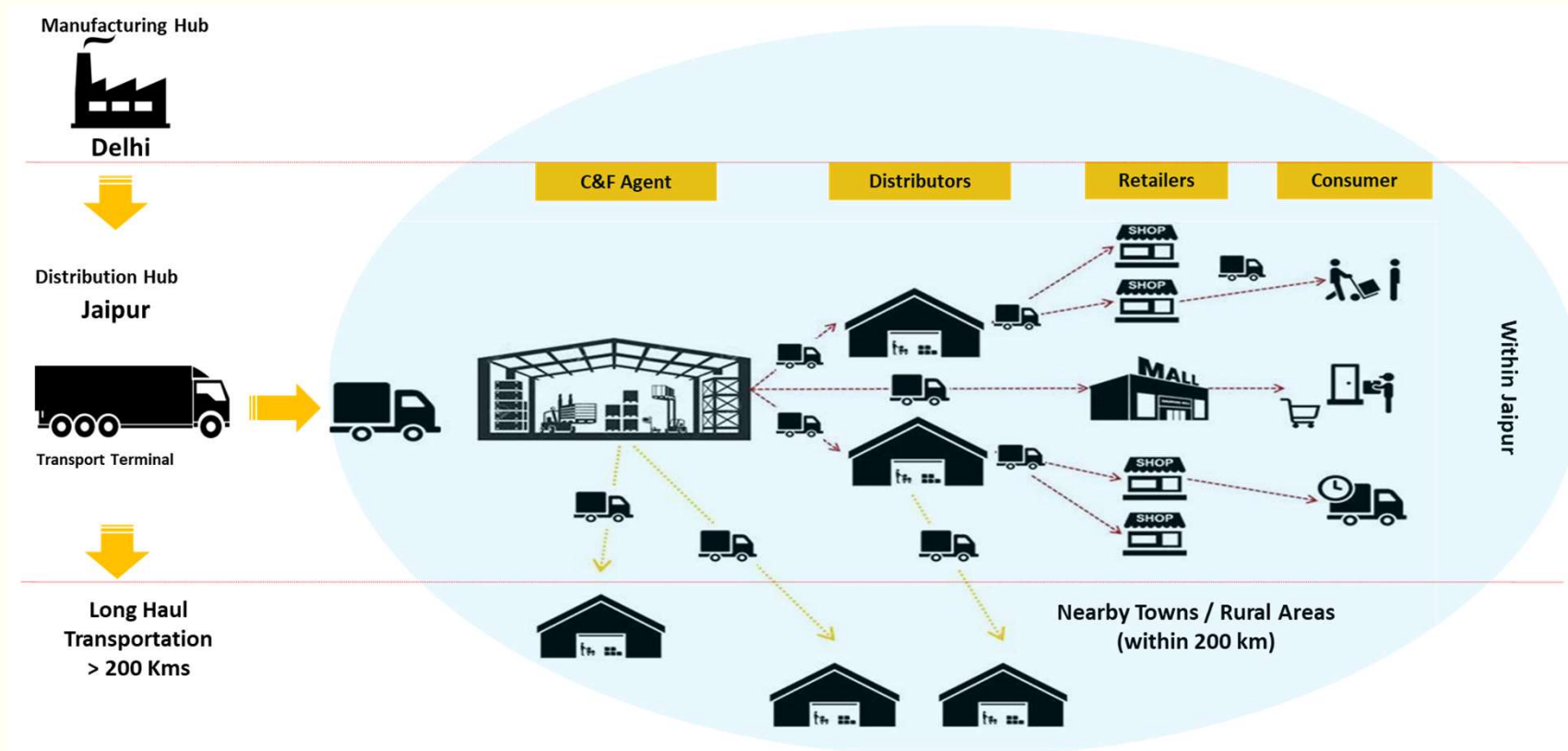
77 Pin Codes
(19,100 India)

A collaborative urban freight platform

DOST

DELIVERY OPTIMISATION SHARED TRANSPORTATION

Generalized mapping of urban freight flow



Urban units wise mapping of urban freight



Urban freight trips

For power backup at every major urban unit

- **Over 1 lac new Diesel Generator (DG) Sets are installed every year**
- Other options are; Uninterrupted Power Supply (UPS), Inverters and Batteries

- Construction sites
- Data centers
- Airports
- Malls
- Commercial complexes
- Office establishments
- Hospitals
- Apartments
- Residential units
- Hotels
- Telecom towers
- Industrial units
- Mines
- Educational campuses



Urban freight trips at mobile towers

- 2nd largest diesel consumer segment after road transport (Source TRAI Report)
- 4,30,000+ telecom towers are operational currently
- 70% i.e. 3,00,000 served by DG Sets for power back up
- Consume about 2.0 billion liters diesel annually
- About 20% are set up in densely populated areas
- Diesel is re-filled frequently every week



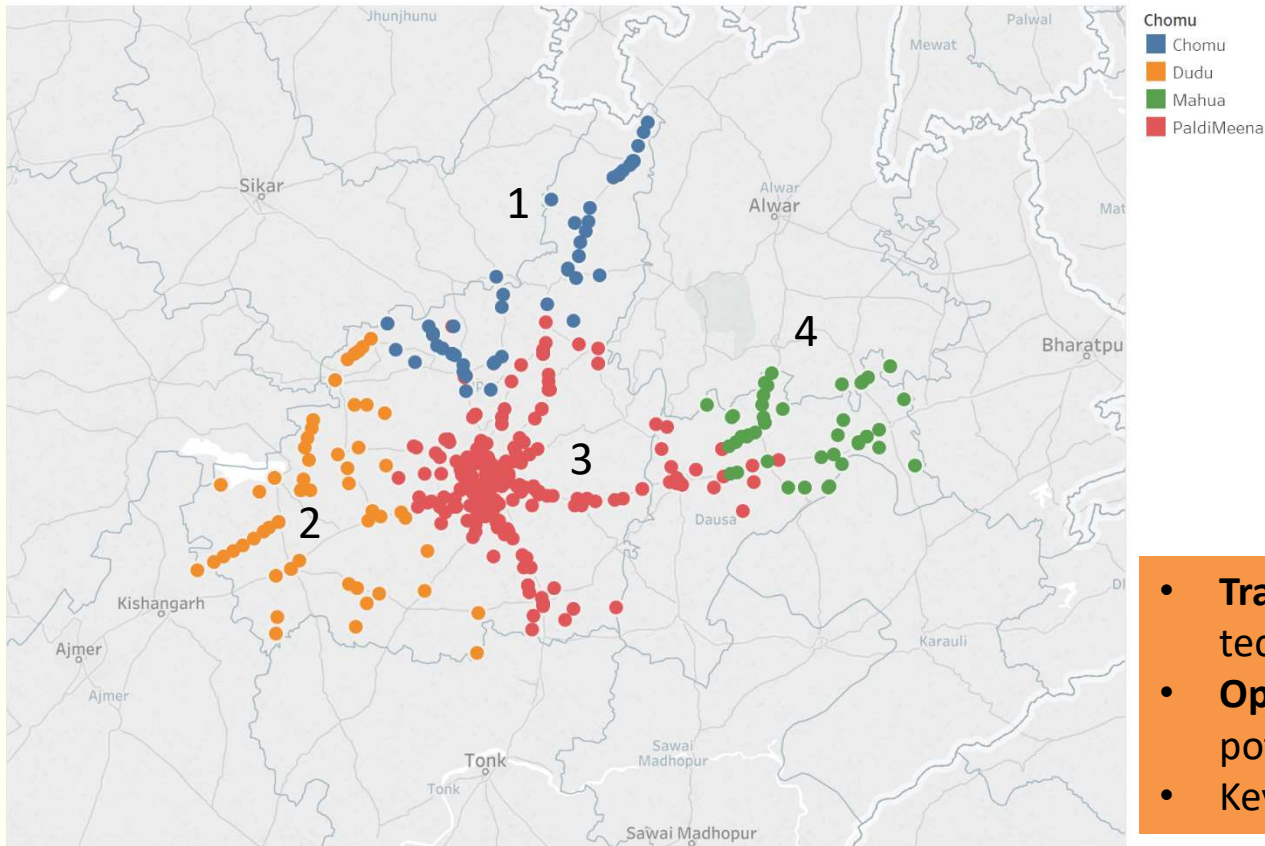
Urban freight trips at mobile towers: Current Scenario



Urban freight trips at mobile towers: Case Study

- 4000+ trips every month to deliver diesel at 600+ telecom tower of single operator
- Cluster based route planning
- Origination point: Nearest fuelling station
- 30,000+ van kms travelled every month

Jaipur Telecom Towers



- **Transparency** by Use of technology
- **Optimisation** by Collaboration potential
- Key **regulatory** aspects

Case Study 2: Green & Collaborative Solution for Urban Freight

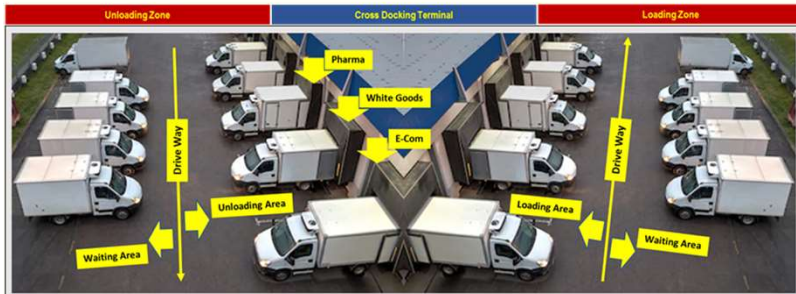




SUGAM

Smart Urban, Green & Alternative Mobility Solution

Operations & Infrastructure



- Green Zone Infrastructure & Operations
- Call Centre Operations
- Transporter network management



Technology Platform



Stakeholder's alignment



Tara Medicos

Manufacturers,
Municipal
Corporations,
Traffic Authorities



- Local Industry collaborations for business / trips
- Alternative Income generation

- E-Cart Design R&D
- Routes/Registration

- Driver identification
- Driver KYC
- Driver Training
- Skill development
- Financing
- Welfare schemes

- About 8000+ e-rickshaw operational in Jaipur
- Targeting conversion of about 15% of e-rickshaw for last mile deliveries and distribution of goods over next 6 months

Impact of SUGAM on Urban Freight Trips in Film Colony Market

DOST Shuttle

SHUTTLE SERVICE
UDAN for Pharma
Film Colony

🕒 DAILY SERVICE
SHUTTLE 1 - 10:00 AM
SHUTTLE 2 - 11:30 AM
BOTH ROUTES

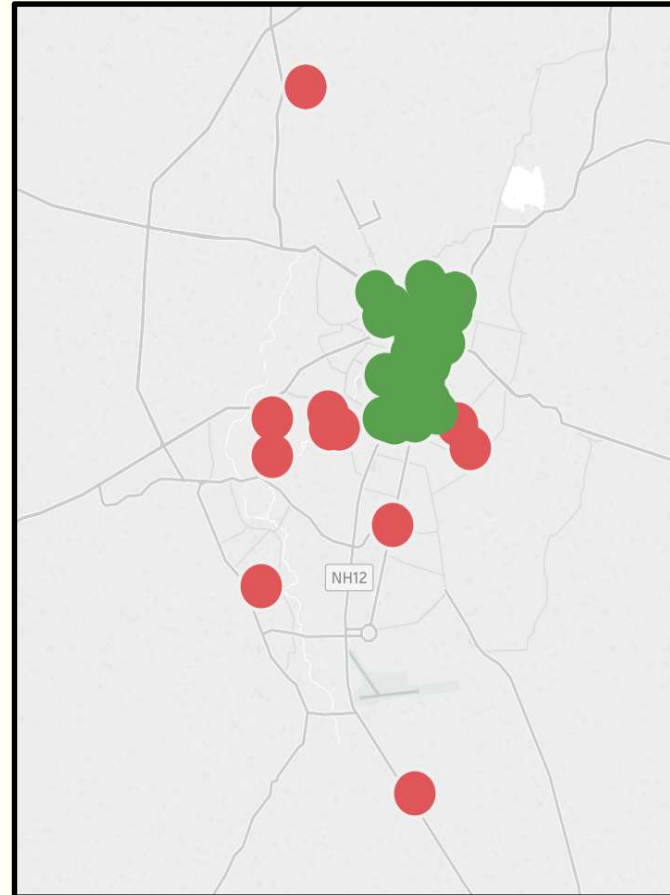
- 📦 SAVE COSTS, PAY PER CARTON
- 🚚 NO LIMITATION ON QUANTITY
- 🚚 DOOR PICKUPS

For Details and T&Cs **CALL 9396247247**

Urban Delivery Van Net Work
LOGISURE
Awarded by Ministry of Urban Development
Government of India

JAIPUR

- 49 distributors across brands participated in shuttle service
- About 3000 vehicle hours saved
- 15+ e-carts used for last mile delivery



- Origination (Warehouse)
- Destination (Film Colony)

- **Transparency** by Use of technology
- **Optimisation** by Collaboration potential
- Key **regulatory** aspects

DOST

DELIVERY OPTIMISATION **SHARED** TRANSPORTATION

Knowledge

Technology

Collaboration

An Award Winning **Shared** Mobility Solution for Urban Freight

CONNECTING LOCALLY

