



Shoonya
Zero Pollution
Mobility

Shoonya at ONE

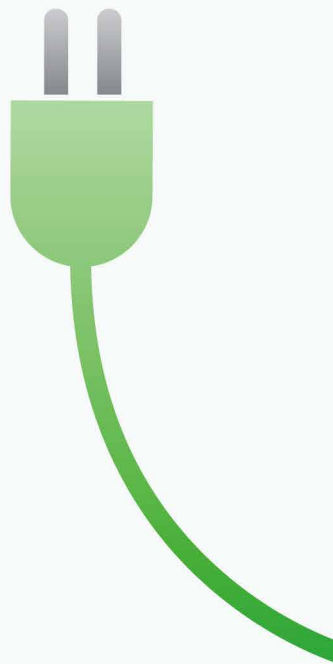
VISION, PROGRESS, AND WAY FORWARD FOR THE SHOONYA -
ZERO POLLUTION MOBILITY CAMPAIGN



**my
GOV**
मेरी सरकार

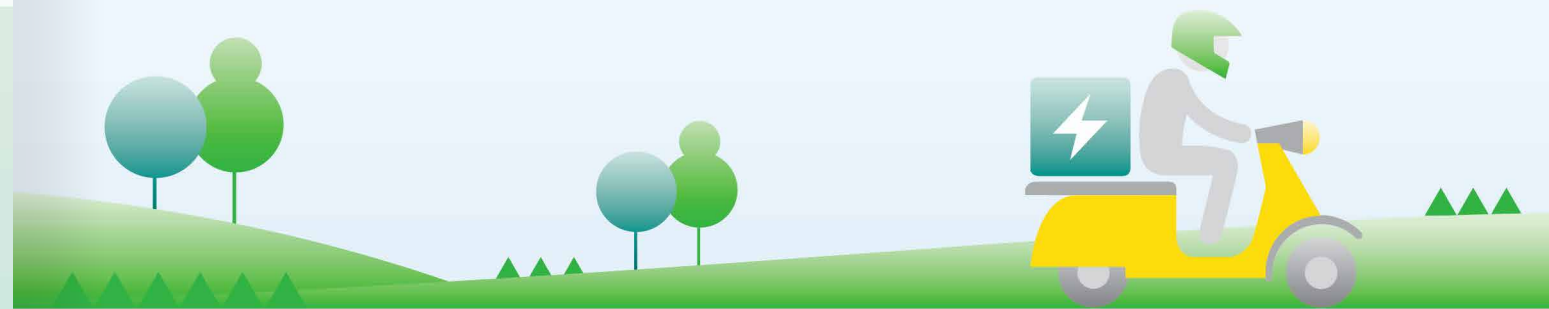


WHO WE ARE



SHOONYA – ZERO POLLUTION MOBILITY is a consumer awareness campaign launched by NITI Aayog and RMI in partnership with leading companies working in the electric mobility space in India.

Shoonya, conceived in collaboration with industry partners, aims to set the urban commercial passenger and urban freight sectors on a pathway to 100% electrification by 2030. The campaign brings together a diverse consortium of stakeholders supporting all elements of the e-mobility ecosystem, including original equipment manufacturers (OEMs), ridehailing companies, charging infrastructure providers, e-commerce providers, financiers, and fleet aggregators.



The campaign aims to accelerate electrification through the three components outlined below.



CORPORATE BRANDING PROGRAMME

Through Shoonya’s corporate branding programme, parcels, vehicles, and driver uniforms for electric deliveries and rides are branded with Shoonya collateral. This helps recognise the industry’s efforts and creates visibility for EV-operated services.



CONSUMER AWARENESS DRIVE

Using traditional and digital media channels, such as video ads, infomercials, billboards, blogs, social media, podcasts, quizzes, surveys, and contests, Shoonya engages with consumers and promotes awareness of the health, environmental, and economic benefits of EVs.



RESOURCE TOOLKIT

Resource toolkits on the Shoonya website help individuals and businesses understand the cost and emissions benefits of EVs, assess available EV financing opportunities, and understand the support available under national and state EV policies.

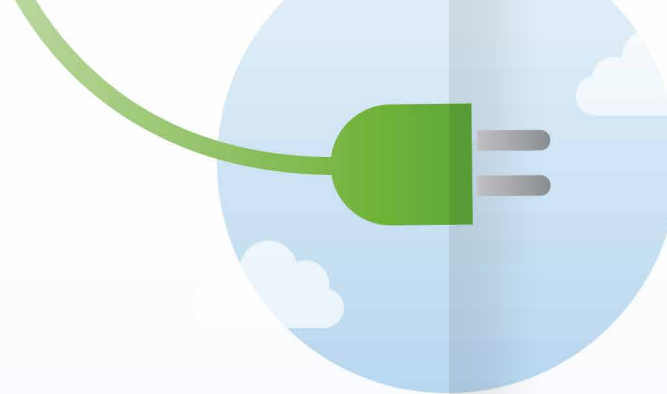
Additionally, as a coalition of partners, Shoonya creates opportunities for peer learning and fosters collaboration to identify solutions that can enable EV adoption.



There is a green mobility revolution knocking on our door. We are headed towards a shared, connected, and electric mobility world. Those who do not participate in this world will not be able to grow, prosper, or attract capital.



SHRI AMITABH KANT
G20 SHERPA, GOVERNMENT OF INDIA

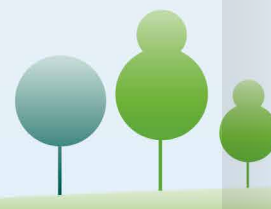


Delivery and Ridehailing Segments Will Lead the Electric Vehicle Transition

Rapid urbanisation and e-commerce sales are driving significant growth in urban freight and mobility demand globally. In India, these sectors are expected to grow at a compound annual growth rate of 8% through 2030. Meeting this demand with internal combustion engine (ICE) vehicles would significantly increase local air pollution and carbon emissions, leading to adverse public health effects. EVs offer an opportunity to address these challenges. Unlike ICE vehicles, EVs do not emit particulate matter (PM) or nitrogen oxides (NOx) at the tailpipe. Delivery and ridehailing EVs emit 40%–75% less CO₂ than their ICE counterparts. Moreover, EVs have lower operating costs (maintenance and fuel), leading to overall lower total cost of ownership than ICE vehicles.

Electrification of the ridehailing and urban delivery sectors, two early moving market segments, are India's most significant and attainable opportunities to improve urban air quality, accelerate EV adoption, and decarbonise the transport sector. Delivery and commercial vehicles are the low-hanging fruits when it comes to electrification because of high daily vehicle usage. With incentives available under the Government of India's Faster Adoption and Manufacturing of Hybrid & Electric Vehicles in India (FAME India) and state EV policies, electric two- and three-wheelers are already at cost parity with ICE vehicles.

Recognising that India is accelerating efforts at the national and subnational level towards electrifying transport, Shoonya supplements existing policies and corporate efforts by creating consumer awareness and demand for zero-pollution rides and deliveries in Indian cities.



ONE YEAR OF SHOONYA

KEY HIGHLIGHTS



One year after launch, Shoonya is recognised as a resounding success. By bringing together renowned industry and public partners, Shoonya has kick-started a widespread transition to a sustainable and cleaner mobility future. Overall, the campaign has achieved the following milestones in the first year of implementation:

01 CORPORATE BRANDING PROGRAMME

Within one year of the campaign launch, the cohort of the Shoonya campaign grew from 35 to over 140 companies. This includes vehicle manufacturers of two-, three-, and four-wheelers, fleet aggregators, charging infrastructure providers, financing institutions, and e-commerce and ridehailing companies.



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Today we have over 130 partners supporting all the facets of e-mobility. This is now starting to snowball – Shoonya is now an irresistible movement and will scale to heights.

”

SHRI PARAMESWARAN IYER
CHIEF EXECUTIVE OFFICER, NITI AAYOG

In the first year of the campaign, corporate partners completed close to 70 million electric deliveries and 40 million electric rides via the Shoonya campaign, mitigating:



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CONSUMER AWARENESS DRIVE

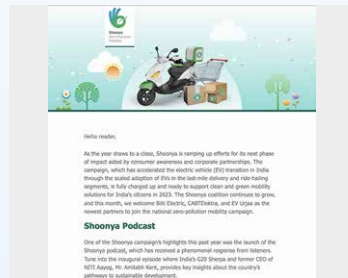
Shoonya is running a consumer awareness drive to maximise the reach of the campaign and share information and knowledge about the benefits of electric vehicles. Through a mix of traditional and digital media, the consumer awareness drive aims to make Shoonya a household name across India. Over the past year, Shoonya launched an engaging brand film, created a detailed infomercial video, produced monthly newsletters and blogs, installed over 300 Shoonya-branded billboards across major metro cities, and undertook social media promotions.

BRAND FILM



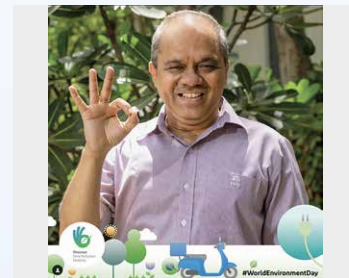
The campaign brand film and infomercial video received over 60 million views across prominent social media channels.

MONTHLY NEWSLETTER



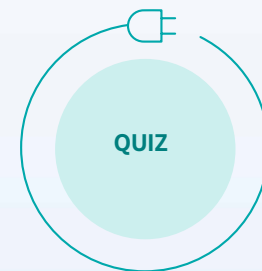
Shoonya's monthly newsletter, capturing developments and highlights from partners and across the sector, is received by 600-plus public, private, and civil society stakeholders.

WORLD ENVIRONMENT DAY

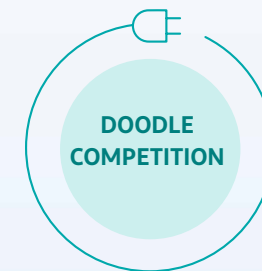


Over 30 Shoonya partners participated in the World Environment Day campaign and pledged to zero in on zero-pollution mobility.

In June 2021, the Shoonya campaign partnered with MyGov, the Government of India's citizen engagement platform, to spearhead efforts for widespread awareness of the benefits of EVs. The collaboration with MyGov has provided Shoonya with a unique platform to disseminate information amongst the masses and accelerate EV adoption by leveraging the platform's more than 24.5 million registered users, and more than 5 million followers across all social media channels. So far, MyGov and Shoonya have hosted several contests such as quiz, doodle, and photography competitions. The Shoonya podcast series launched in partnership with MyGov serves as a platform to share the stories of India's sustainable mobility champions from the public and private sectors.



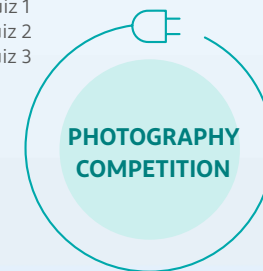
29K-Individuals - Quiz 1
30K-Individuals - Quiz 2
20K-Individuals - Quiz 3



675+ submitted doodle entries.



15,000+ have taken the Shoonya pledge.



400+ submitted pictures of EV and/or associated charging infrastructure.



10-episode series with public and private sector leaders.



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The collaboration between Shoonya and MyGov ensures that Shoonya reaches anyone and everyone. This collaboration can be a bridge between the citizens and the government and ensure Shoonya's messaging reaches every part of India.

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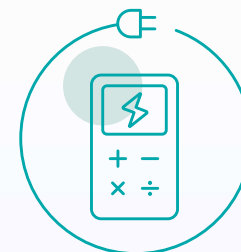
SHRI ABHISHEK SINGH
FORMER CHIEF EXECUTIVE OFFICER, MYGOV



03

RESOURCE TOOLKITS

Over the past year, Shoonya has hosted two toolkits on its website — an EV Calculator and a Financing Resources toolkit. The toolkits inform consumer choices by highlighting the benefits of switching to EVs and providing important knowledge about EV financing. The EV Calculator aims to raise awareness around the significant environmental, economic, energy security, and health benefits of switching to an EV. The financing tool equips users with an understanding of the lending process for EVs. Using these resources, Shoonya aims to support potential and existing EV buyers in making informed choices regarding their EV purchases and understanding the impact of their transition.



EV CALCULATOR

This tool helps users understand the cost and emissions benefits of switching from internal combustion engine vehicles to electric vehicles in their respective geographies. Both individual consumers and corporations can utilise this user-friendly tool. It showcases how switching to an EV can translate to significant cost savings over the vehicle's lifetime. Users can learn about the breakdown of the costs and get additional insights into the main cost drivers for each powertrain such as capital and maintenance. The tool also allows users to understand CO₂, PM, and NO_x emissions reductions from switching to EVs.



FINANCING RESOURCES

This tool helps consumers choose the right financing option while purchasing an EV, which can help them save more money. The tool helps users learn and understand the lending process so they can secure an EV loan specific to their needs. This tool can help users along their financing journey by providing information on loan application processes, standard terms and conditions, and a list of banks and other financial companies offering EV loans in India.

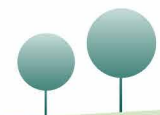
SHOONYA FORUM

CELEBRATING ONE YEAR SINCE THE OFFICIAL LAUNCH OF THE CAMPAIGN











The Shoonya campaign launched on September 15, 2021. To mark the one-year anniversary of the campaign, NITI Aayog and MyGov hosted the Shoonya Forum in September 2022. The forum convened a diverse consortium of stakeholders supporting all elements of the e-mobility ecosystem, including OEMs, ridehailing companies, charging infrastructure providers, e-commerce providers, financiers, and fleet aggregators.








The forum provided a platform for Shoonya partners to share success stories and commitments while highlighting big wins and corporate efforts from year one of the Shoonya campaign. In addition, the forum allowed for peer learning and a collaborative marketplace while providing opportunities for company representatives to share knowledge, network with potential partners, and initiate collaborative engagements. The focused discussion groups at the forum enabled partners to share their challenges in scaling EVs and solicit feedback on how to drive scale and impact through the Shoonya campaign.
















28 bold corporate commitments from the Shoonya Forum

At the Shoonya Forum, 28 corporations stepped forward with commitments for continued partnership under the Shoonya campaign to further scale the e-mobility sector in India.

	COMPANY	COMMITMENT
01		Amazon India to deploy 10,000 electric vehicles in its delivery fleet by 2025.
02		BattWheelz to deploy 10,000 EVs by the end of financial year 2023–24.
03		BigBasket to have 7,500 EVs in its fleet by March 2023 and 20,000 EVs in its fleet by March 2024.
04		BikoZee to launch a fleet of 1,000 electric two-wheelers in collaboration with Shoonya partners for Northeast India.
05		Blowhorn to operate 100% of its fleet on clean fuels by 2025.
06		Chargeup to finance and power 4,000 electric two-wheelers and deploy 500 swap points by March 2023.
07		Charge Zone to install 5,000 EV chargers by 2025 and 10,000 EV chargers by 2030.
08		CityLink to electrify approximately 90% of its fleet by 2025.

	COMPANY	COMMITMENT
09		EVRE to install 50,000 EV chargers by 2025.
10		Exponent to deploy 2,000 electric three-wheelers in Bengaluru and 100 e^pumps (rapid charging stations) in every city Exponent enters.
11		iGowise to have 1 million Trigo SUVs on-road by 2027. iGowise plans to launch three new EVs — Trigo BZ in December 2022, Trigo SZ in April 2023, and SKIGO all-weather, any-terrain, congestion-free ultra-bike by 2024.
12		Magenta Mobility to deploy at least 9,800 EVs for last-mile delivery by December 2023.
13		Mahindra Electric to reach 5x sales growth by financial year 2025.
14		Mojo announced the launch of a mobile EV fast charger and a portable EV charger.
15		Omega Seiki Mobility to sell 60,000 made-in-India electric two-wheelers, 25,000 units of L5M passenger EVs, 30,000 units of L5N Cargo EVs, and 2,000 units of electric trucks (1 ton and 3.5 tons) in the next 18 months.

COMPANY	COMMITMENT
16 	Revfin to finance 2 million EVs and related products by March 2027.
17 	Shigan eVoltz to deploy 1,000 L5N and L5M collectively by March 2024.
18 	Statiq to install 10,000 fast chargers and 20,000 community charging points by 2025.
19 	Sun Mobility to set up more than 16,000 battery swap stations with 240,000 battery docks and onboard over 1 million battery swap-enabled electric vehicles by financial year 2025-26.
20 	The Sustainer to set up a minimum of 100 DC and 300 AC public charging stations by the end of financial year 2022-23.
21 	Thunderr to add 1,000 EVs by the end of 2023.
22 	Urja Bolt to deploy 350-plus new cargo EVs in the L5 category with a target to cover 2.8 million electric vehicle kilometres travelled by March 31, 2023.
23 	Va-yu to add 2,000 electric vehicles by August 2023.
24 	YoCharge to deploy 10,000 EV chargers in Pan-India locations enabled by YoCharge Platform (in-house charging management platform).

COMPANY	COMMITMENT
25 	Zeway Mobility to deploy 500 charging stations outside New Delhi, Jaipur, Dehradun, and Bhubaneswar by 2023.
26 	Zomato to have a 100% EV fleet by 2030.
27 	Zyngo to deploy 18,000 electric delivery vehicles by the end of financial year 2024.
28 	Zypp to expand its EV fleet size from 7,000 to 100,000 by November 2024.

Cumulatively, the commitments from our partners at the Shoonya Forum will lead to the deployment of 140,000 EVs and 350,000 charge points across India by 2025. Over their lifetime, these deployments will translate to a reduction of:



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Within just one year, this level of success for an awareness campaign is unheard of all over the world, and the industry should be congratulated for the success. Green mobility is advancing the agenda of NITI Aayog's LiFE initiative.

”

SHRI SUDHENDU J. SINHA
ADVISER, NITI AAYOG



SHOONYA FORUM: A platform for partners to identify gaps, discuss solutions, and expand their impact

To garner traction on the key pillars of consumer awareness, financing, and advancing policymaking, Shoonya hosted dedicated sessions for the Shoonya partners with three objectives:



Identify opportunities to increase consumer engagement and stakeholder collaboration.



Identify ways to bridge trust to address systemic market risks and mobilise EV finance.



Highlight ways in which Shoonya can leverage its interdisciplinary network to inform policy frameworks.





COMMUNICATING FOR IMPACT

This session initiated a discussion on driving behavioural changes through stakeholder collaboration and awareness. The discussions highlighted the importance of having dedicated communications for different stakeholder groups and generating awareness about the total cost of ownership, benefits of EVs, charging technologies, and more.

Going forward, the campaign will focus on accelerating efforts to certify electric rides and deliveries by Shoonya partners to increase the reach of the campaign. Shoonya will continue to recognise corporations through social media spotlights and monthly newsletters. Additionally, the ecosystem, including public and private partners, will work to generate awareness about EV benefits around ownership costs, public health, air quality, and emissions. Shoonya and MyGov will continue to collaborate through multiple activities and contests to engage with consumers. Shoonya, MyGov, and NITI Aayog, along with partners, will work on focused and large-scale dissemination of consumer-friendly content.



MOBILISING EV FINANCE

This session focused on financing solution pathways and how different stakeholders can collectively scale EV adoption through financing. Shoonya partners worked on identifying risk management techniques to bolster the EV ecosystem. Lack of trust in EV products and business models amongst stakeholders emerged as the key barrier. As a result, some financial institutions are unwilling to bear the risk associated with EV financing. The group suggested that Shoonya act as a “trust bridge” between major ecosystem actors, which may create a template for risk sharing.

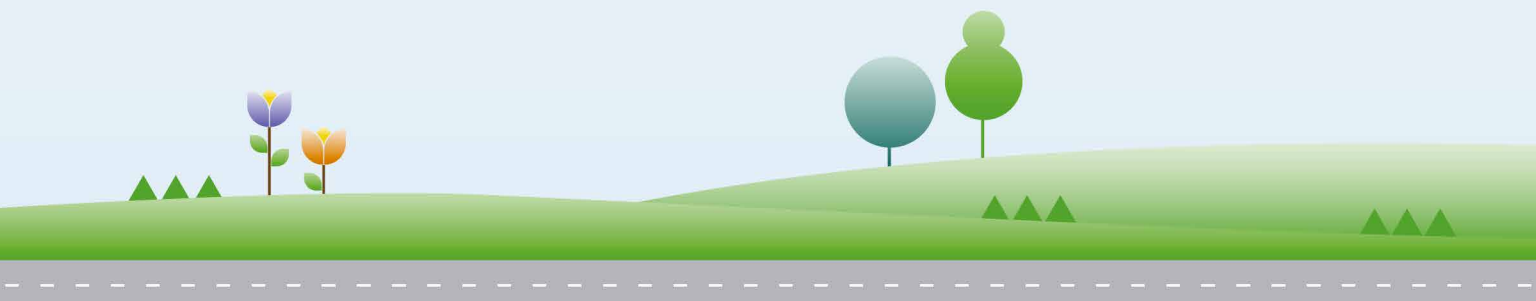
Henceforth, Shoonya will work with partners in supporting solutions that help share risk and mobilise finance. Shoonya will work on creating avenues for collaboration among Shoonya partners and other stakeholders in the ecosystem. This will include supporting the engagement of Shoonya partners with initiatives such as the World Bank-funded EV Risk Sharing Program, led by the Small Industries Development Bank of India, which aims to provide guarantees against defaults on loans taken to buy electric two- or three-wheelers. Additionally, Shoonya will continue to expand the Financial Resources toolkit to help consumers learn about and understand the lending process so they can easily secure an EV loan specific to their needs.



ADVANCING EV POLICIES

This session discussed the role the Shoonya coalition could play in supporting policymaking in India. The breakout group explored how Shoonya can leverage its diverse network to inform policy frameworks. The group highlighted the need for additional policy enablers to support the battery and charging ecosystem in India.

Going forward, partners will work together to identify key policy solutions and areas of collaboration to accelerate EV adoption and deployment. Furthermore, Shoonya will launch a policy tool that captures India's national and state EV policies, including purchase and manufacturing interventions.



WAY FORWARD

With over 140 partners engaged in Shoonya, industry leadership and partnership make up the backbone of the campaign.



Shoonya continues to work as a stakeholder coalition and provides opportunities for partners to share learnings, identify system-level solutions, initiate collaborative engagement, and generate awareness. Public and private sector collaboration is playing a crucial role in engaging consumers and disseminating information to them. This collaboration is maximising the reach of the campaign, driving behaviour change among consumers, and generating demand for zero-pollution mobility in India. The Shoonya campaign is scaling faster and aims to become a household name.

As Shoonya enters its second year, the campaign will continue to focus on the delivery and ridehailing segments to accelerate the electric vehicle transition. To scale the demand for electric rides and deliveries, and to further our efforts to foster behavioural changes, the Shoonya campaign will bring on new partners. Shoonya will also explore digital ways of integrating Shoonya branding on rides and delivery receipts to reach the masses. Shoonya will work on generating consumer-friendly information and disseminating it on a large scale in partnership with public and private sector stakeholders.

Shoonya will collaborate with public and private sector champions on driving behaviour change and increasing the demand for zero-pollution mobility. The campaign will work on advancing India's efforts towards 100% electrification of the ridehailing and delivery sector in India. With this goal in sight, Shoonya can lead to dramatic emissions reductions in the transport sector, supporting India's five-point agenda (Panchamrit) to reduce carbon emissions and secure its 2070 climate goals.



ACKNOWLEDGMENTS

We thank our 140 Shoonya partners and MyGov for their support in scaling the Shoonya – Zero Pollution Mobility campaign in India. We gratefully acknowledge the following individuals for offering their contribution to this work:

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RMI India:

Chetna Nagpal

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