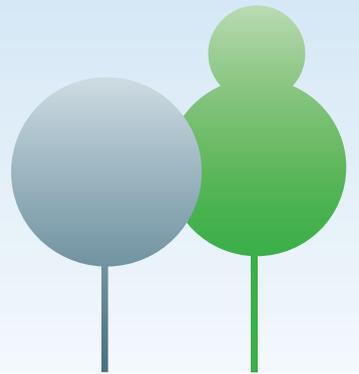
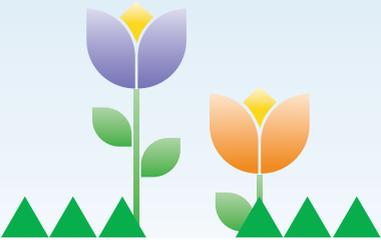




Shoonya@4

India's Journey Towards a Clean Mobility Future



Shoonya@4

India's Journey Towards a Clean Mobility Future



Sudhendu J. Sinha
Adviser
(Infrastructure Connectivity -
Transport & Electric Mobility)
Tele. : 011-23096551
E-mail : sudhenduj.17@gov.in



भारत सरकार
नीति आयोग, संसद मार्ग,
नई दिल्ली-110 001
Government of India
NATIONAL INSTITUTION FOR TRANSFORMING INDIA
NITI Aayog, Parliament Street,
New Delhi-110 001

FOREWORD



India's ride-hailing and delivery sectors are powerful drivers of economic growth, transforming urban mobility and commerce across the country. However, the rapid expansion of these sectors makes the adoption of cleaner transportation alternatives imperative to address mounting environmental challenges. While supportive policies and industry-led sustainability efforts are already underway, the Shoonya – Zero Pollution Mobility campaign is designed to give the market the decisive push it needs to accelerate electric vehicle adoption in these critical sectors.

'Shoonya' – Zero Pollution Mobility Campaign, launched on 15th Sept., 2021, is a pan-India consumer awareness campaign coordinated by NITI Aayog in partnership with leading industry partners working in the Electric Vehicles (EV) ecosystem in India. The principal aim of 'Shoonya' is to nudge delivery systems and ride hailing towards clean mobility. Improving urban air quality, enhancing public health and contributing to the nation's sustainability goals are other positive spin-offs. It has positively impacted the decarbonisation of the ride hailing and delivery segment of mobility. In its 4 years of existence, so far 935 Mn ride hailing & deliveries have been completed on electric vehicles. It has brought about fuel savings worth 1198 Cr, which is equivalent to planting 2.2 Mn trees. With a cohort of over 230+ industry partners, several consumer awareness initiatives, and innovative resource toolkits, 'Shoonya' is driving the transition to a greener transportation ecosystem across the country.

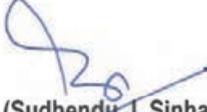
The results demonstrate the power of sustained collaboration. 'Shoonya' has grown from 20 corporate partners to over 230 companies united in their commitment to zero-pollution mobility. The campaign has reached millions of citizens, building demand for clean rides and deliveries, and engaged thousands of students in conversations about zero-pollution transportation through creative and innovative channels - from brand films to toolkits, podcasts and Pathshalas. Beyond awareness, 'Shoonya' has strengthened the country's entire EV ecosystem by recognising industry innovations and connecting stakeholders across the



value chain. These efforts have established the foundation for India to lead the nationwide transition to cleaner mobility.

Looking ahead, 'Shoonya' is positioned to deepen its impact by expanding regional leadership, broadening consumer engagement, and strengthening commitments that transform industry pledges into real-world deployment. This multi-pronged approach will accelerate India's transition to clean mobility at the scale and pace our cities urgently need.

I would like to congratulate the 'Shoonya' team and its cohort of 230 partners for the bold positive action over the past 4 years and look forward to accelerated impact over the coming years.


(Sudhendu J. Sinha)
Adviser (Electric Mobility)
NITI Aayog





WHERE SHOONYA BEGAN INDIA'S CALL FOR CLEAN MOBILITY

India's transport sector is the backbone of the nation's economy. Commercial transport, including ride-hailing and delivery services, plays a crucial role in the movement of people and goods. With a growing population, GDP growth, and urban expansion, the demand for transport is increasing rapidly. This growth, however, presents significant challenges: the sector contributes to around 14% of India's energy-related CO₂ emissions, with road transport accounting for nearly 90% of that share. Rising oil imports and worsening urban air quality compound the problem, and with vehicle demand continuing to rise, these pressures increasingly threaten energy security, public health, and climate goals.

Electric vehicles (EVs) offer a compelling solution to address these challenges. EVs can reduce urban air pollution and harmful emissions while lowering operating costs, cutting oil import dependence, and enhancing energy security. Ride-hailing and urban freight are especially ripe for electrification: their high utilisation, predictable routes, and rapid fleet turnover mean a shift to EVs can deliver outsized benefits — cutting operating costs for businesses, making clean mobility visible to millions of consumers, and creating momentum for wider adoption.

Supportive policies, financing mechanisms, and charging infrastructure have driven steady growth in EV penetration in recent years. However, consumer awareness and corporate engagement have remained critical gaps, limiting adoption and demand pull at scale.

To address this challenge, Shoonya – Zero Pollution Mobility was launched in 2021 by NITI Aayog, with RMI as the knowledge partner. The initiative seeks to place India's urban commercial passenger and freight sectors on a pathway to 100% electrification by 2030. The vision of the campaign is to improve air quality in India by accelerating the deployment of EVs for ride-hailing and deliveries. Since its launch, Shoonya has built a diverse industry consortium spanning OEMs, ride-hailing and delivery companies, charging infrastructure providers, e-commerce firms, financiers, and fleet aggregators — unifying the ecosystem under a shared vision.





Since its inception four years ago, Shoonya has grown into a platform that is leading India's clean mobility transition. By uniting industry and government partners, the campaign has accelerated nationwide EV adoption and generated measurable environmental and economic benefits.

BUILDING BLOCKS OF SHOONYA

HOW SHOONYA DRIVES CHANGE

The campaign aims to accelerate electrification through three components:



Corporate Branding Programme

Through Shoonya's corporate branding programme, parcels, vehicles, driver uniforms, and digital platforms for electric deliveries and rides are branded with Shoonya collaterals.



Consumer Awareness Drive

Through a mix of traditional and digital media channels, Shoonya engages with consumers and promotes awareness of the health, environmental, and economic benefits of EVs.



Resource Toolkits

- Policy Map
- EV Financing Resources
- Emissions and Cost Savings Calculator

Together, these components promote awareness, adoption, and advocacy — reinforced by peer learning and collaboration across Shoonya's coalition of partners.



Four years of Shoonya, the journey so far:

Sep
2021

Launch of the campaign with 20 partners

Jan
2022

First brand film launch

Apr
2022

Shoonya crosses 100 partners

Jul
2022

Partnership with MyGov established

Sep
2022

Inaugural Shoonya Forum



Dec
2022

Brand film crosses 60 million views
across platforms

Jul
2023

Shoonya Ki Shakti brand film is released

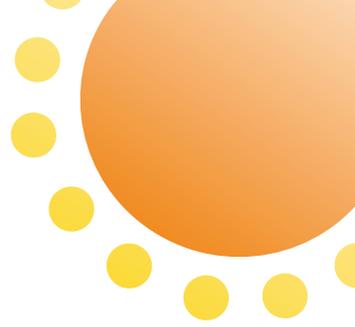
Mar
2024

Shoonya crosses 200 partners

Apr
2024

Second Shoonya Forum held





**Jun
2024**

Shoonya Ki Shakti brand film crosses 10 million views across platforms

**Aug
2024**

Shoonya brand film celebrating India's gig workforce is released

**Aug
2024**

Mr. Rao Inderjit Singh, Hon'ble Union Minister of State (Independent Charge) of the Ministry of Planning, shares Shoonya's efforts with the Parliament

**Sep
2024**

Shoonya turns three and celebrates the start of its regional outreach with Tamil Nadu

**Jan
2025**

Shoonya Webinar series begins

**May
2025**

Shoonya Pathshala at *Kendriya Vidyalaya* schools across Delhi begins

**May
2025**

Inaugural Shoonya leadership roundtable with fleet operators is held at NITI Aayog

**Aug
2025**

Shoonya partners enable over ₹1,000 crore in fuel savings



CORPORATE BRANDING PROGRAMME

Over the last four years, Shoonya partners have made zero-pollution mobility a visible and trusted choice. Through the corporate branding programme, Shoonya partners' collective efforts have created a common identity for clean rides and deliveries, strengthening consumer confidence and highlighting industry leadership.

The Shoonya partner cohort is larger than ever

In just four years, Shoonya has grown from a small group of 20 companies in 2021 to a coalition of over 230 companies by 2025, spanning vehicle manufacturers across two-, three-, and four-wheelers, fleet aggregators, charging and swapping providers, financiers, and leading e-commerce and ride-hailing platforms — all united by a shared commitment to zero-emission mobility.



Together, Shoonya partners are driving scale

Shoonya partners, as of June 2025, have collectively deployed thousands of EVs across India, completing nearly 1.1 billion rides and deliveries — demonstrating the scale and momentum of the transition to clean mobility.

Total Shoonya Impact



1.1 Billion

RIDES AND DELIVERIES COMPLETED



₹1,423

CRORE IN FUEL SAVINGS



24

TONNES PM POLLUTION REDUCTIONS



163K

TONNES CO₂ POLLUTION REDUCTIONS



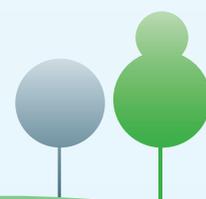
762

TONNES NO_x POLLUTION REDUCTIONS



2.6M

EQUIVALENT TO TREES PLANTED



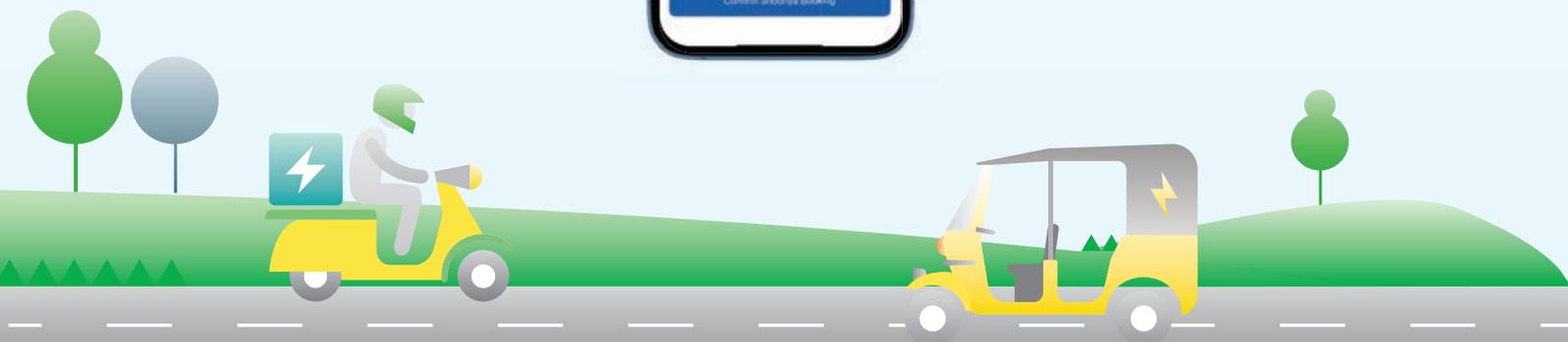
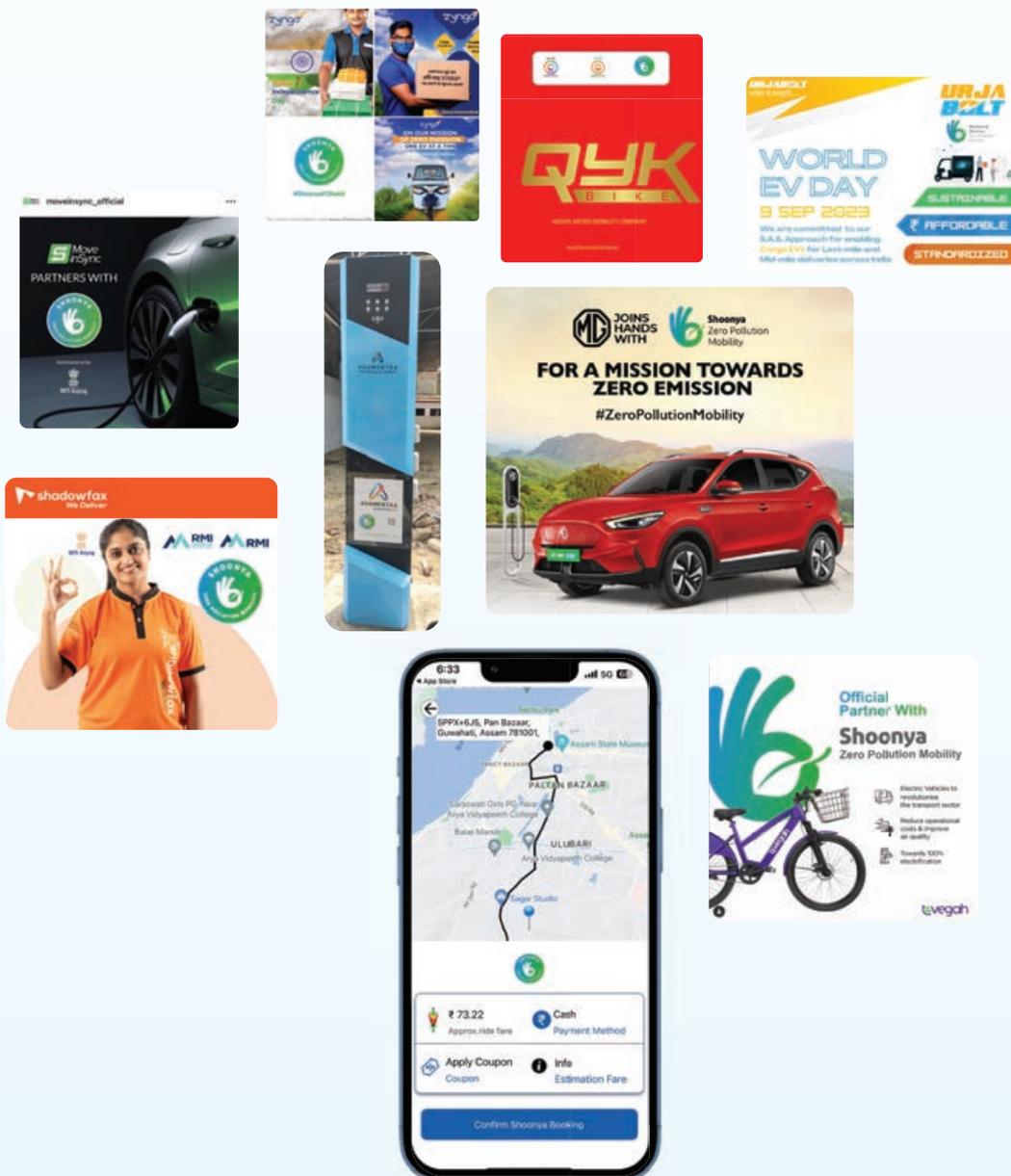
Shoonya on the ground

Partners have integrated Shoonya stickers and branding on vehicles, parcels, uniforms, and delivery bags, making clean rides and deliveries a part of the daily lives of India's citizens.



Digital Shoonya

Shoonya's digital presence has amplified visibility, with partners integrating the brand identity into apps, websites, receipts, and campaigns — making zero-emission rides and deliveries more visible in consumers' daily lives.



Conversations to commitments

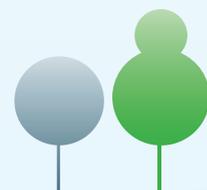
Through Shoonya Forums and Leadership Roundtables, industry leaders and government officials have shared a commitment to concrete action, pledging to deploy over 3 lakh EVs and 3.5 lakh chargers in the coming years.

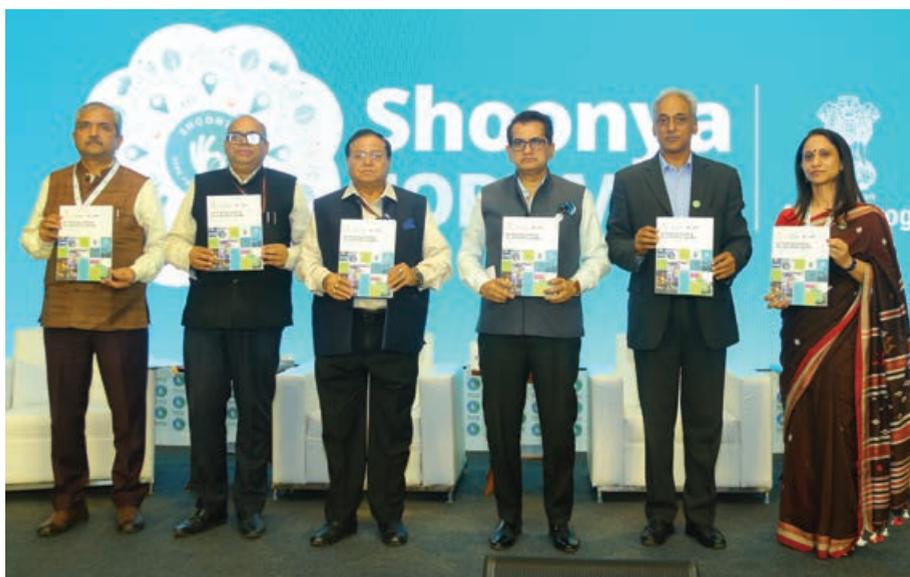
5 CONVENINGS
INCLUDING SHOONYA FORUMS
AND LEADERSHIP ROUNDTABLES

100+ PARTNERS
ENGAGED

3L+ EVs
TO BE DEPLOYED

350K+ CHARGERS
TO BE DEPLOYED





CONSUMER AWARENESS DRIVE

Shoonya's consumer awareness drive has reached audiences across India, sharing knowledge and stories on the benefits of EVs. Combining traditional and digital media has helped build consumer trust while supporting industry efforts to scale zero-pollution mobility nationwide.

This drive has come to life through a mix of traditional and digital media platforms such as films, podcasts, webinars, recognition awards, billboards and school workshops — each expanding Shoonya's reach and deepening public engagement with clean mobility.

3

SHOONYA BRAND FILMS HAVE BEEN RELEASED



Shoonya's brand films portray the vision of clear skies and clean air while highlighting how EV adoption is improving the lives of gig workers in ride-hailing and last-mile delivery. With compelling visuals and music, the films have earned over 70 million views across platforms.

300+

SHOONYA BILLBOARDS HAVE BEEN PLACED



300+ Shoonya billboards across metro cities nationwide showcased a powerful message about electric mobility and clean air, reaching millions of commuters, reinforcing the campaign's vision of pollution-free mobility.

10

SHOONYA PODCASTS HAVE BEEN RELEASED



The Shoonya podcast featured government and corporate leaders, giving consumers a platform to learn more about zero-pollution mobility.

5

SHOONYA WEBINARS HAVE BEEN HOSTED



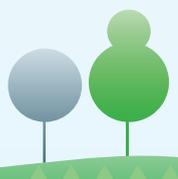
Shoonya Webinars featured industry leaders discussing key aspects of the EV ecosystem, creating an open platform for the public to learn and engage with India's EV transition.

26

SHOONYA PATHSHALAS HAVE BEEN CONDUCTED

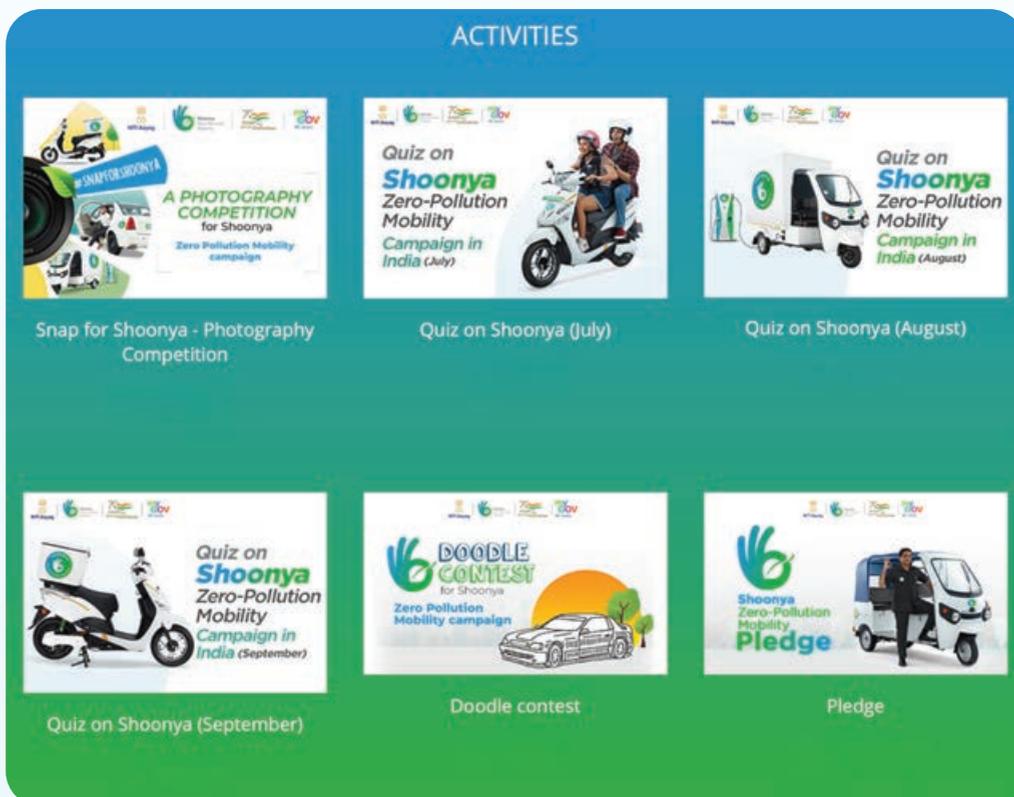


Shoonya Pathshalas introduced school students to the basics of electric mobility through interactive workshops, helping the next generation learn about clean transport and its role in India's future.



Driving public engagement with MyGov

In July 2022, Shoonya partnered with MyGov, the Government of India's citizen engagement platform, to raise nationwide awareness on the benefits of EVs. Leveraging MyGov's 24.5 million registered users, the collaboration has enabled broad public outreach. Together, Shoonya and MyGov have hosted the **Shoonya pledge, quizzes, jingles, reels, doodles, and photography contests** to engage with citizens and spread awareness around EVs.



Sustaining stakeholder awareness

Beyond these initiatives, Shoonya continues to share timely insights, enabling stakeholders to stay informed and engaged.



Road to Shoonya: Decarbonising Mobility in 2025 and Beyond

29 January 2025 | 10:00 AM IST



ANJALI R. KUMAR
Chief Sustainability Officer,
Zomato



VIKASH MISHRA
Founder & CEO,
MoEVing



UDAY NARANG
Founder & Chairman,
Omegh Saku Mobility



KAPIL SHARMA
Chief Operating Officer,
Evera Cabs



SAMHITA SHILEDAR
Principal, RMI
(Moderator)

Finance to Fast-Track: The Next Wave of India's EV Revolution

30 July 2025 | 12:00 PM IST



APARNA AGRAWAL
Senior Vice President,
DBS Bank



NEHAL GUPTA
Founder and MD,
AMU Leasing



DR. R. K. SINGH
Chief General Manager,
SIDBI



RIYA SAXENA
Senior Associate, RMI
(Moderator)



Closing the Loop: Scaling Battery Circularity for a Sustainable EV Transition

15 Sep 2025 | 11:00 AM IST



ANUPAM KUMAR
Co-Founder and CEO,
MiniMatrix



DARSHAN VIRUPAKSHA
Co-Founder,
Nunam



PRAMODA GODE
Program Manager,
Global Battery Alliance



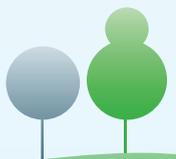
PRANATI KOHLI
Head of Public Affairs,
LOHUM



SURAJ VALLAMKONDA
Head - Battery Engineering,
Ather Energy



SAMHITA SHILEDAR
Principal, RMI
(Moderator)





RESOURCE TOOLKITS

To equip consumers and industry partners with reliable knowledge resources, Shoonya has developed three comprehensive toolkits that are available on its website. These toolkits help consumers make informed decisions on EV adoption by highlighting the benefits of switching, providing insights into financing, and offering clear guides to national and state EV policies, including purchase subsidies.

- **EV Calculator:** Compares cost and emissions savings between EVs and their petrol, diesel, and CNG counterparts.
- **Financing Resources:** Builds awareness of available lending options to support EV purchases.
- **Policy Map:** Highlights key national and state EV policies, including purchase incentives and subsidies.

1 EV Calculator

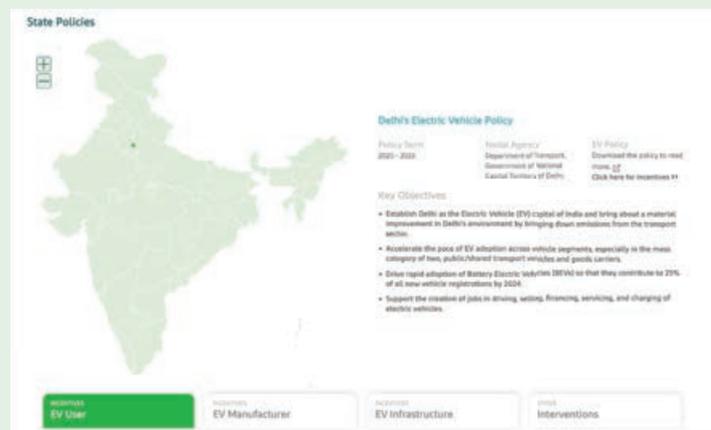
The screenshot shows the 'EV Calculator' interface. It is divided into three main sections: 'Vehicle Type', 'Use Case', and 'Region'. Under 'Vehicle Type', there are three options: 'Petrol Vehicle', 'Diesel Vehicle', and 'CNG Vehicle'. Under 'Use Case', there are two options: 'Delivery' and 'Daily Driving'. The 'Region' section has a dropdown menu set to 'Haryana'. Below these sections, there is a 'Daily Distance Traveled (Km)' slider and a 'Fuel Types For Comparison' section with buttons for 'Petrol', 'Diesel', and 'CNG'. A 'Calculate now' button is located at the bottom center.

2 Financing Resources

The screenshot shows the 'Financing Resources' tool interface. It consists of four teal-colored steps, each with an icon and a brief description:

- Apply online:** Most banks and NBFCs have an online application.
- Provide documentation:** A driver's license, passport, Aadhaar card, and voting ID is required to confirm the borrower's identity and verify their address.
- Verify your income:** Provide bank statements to verify your salary or provide proof of cash earnings.
- Submit your application:** After submitting your application online, the bank or NBFC will follow up with you directly regarding next steps.

3 Policy Map







VOICES DRIVING CHANGE

At the heart of Shoonya's success are its partners — the companies and leaders who have turned ambition into action. Their stories reflect the commitment, innovation, and perseverance that have powered India's clean mobility shift.



ET Energyworld.com
From The Economic Times

'Shoonya' campaign helped reduce pollution, will be expanded in future: Govt

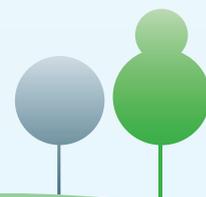
The minister informed the House that more than 200 corporate partners have collaborated in this initiative and completed approximately 574 million rides and deliveries up to April 2024 on electric vehicles.

PTI
Updated On Aug 6, 2024 at 08:20 AM IST

Image Courtesy: ET EnergyWorld

In August 2024, Union Minister for Planning Rao Inderjit Singh highlighted the Shoonya campaign's progress in Rajya Sabha during Question Hour. He informed the House that over 200 corporate partners collectively completed approximately 574 million EV rides and deliveries as of April 2024. Commending Shoonya's success in reducing pollution, the minister affirmed plans to expand the campaign's scope going forward.



Powering India's shift to greener mobility



"I believe the success of Shoonya can serve as a blueprint worldwide on how effective collaboration between industry, government and citizens is crucial for sustainable development."

Dr V.K. Saraswat
Member, NITI Aayog



"We have gathered frontrunners and champions in the urban delivery and commercial passenger ecosystem in this campaign. Through Shoonya, our efforts will snowball into a nationwide paradigm shift to greener mobility and will inspire fellow industry players to join us in this transition."

Shri Amitabh Kant
Former Chief Executive Officer, NITI Aayog
Former G20 Sherpa, India



Anchoring India's clean mobility transition



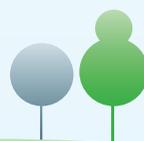
“Shoonya has surpassed its goals, making zero-pollution rides and deliveries a viable reality while enabling the broader mobility ecosystem. The campaign is now positioned to drive state-level action and anchor India's clean mobility transition.”

Shri Sudhendu J. Sinha
Adviser, NITI Aayog

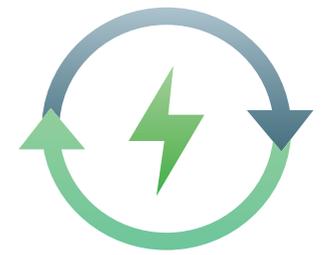


“Shoonya owes its success to the invaluable contributions of our industry partners and citizens, who support our mission to fully electrify final mile-deliveries and ride-hailing in India. But this campaign is not just about reducing emissions, it is also about enhancing livelihoods, with an emphasis on gig workers and women.”

Ms Akshima Ghate
Managing Director, RMI







SHOONYA'S ROAD AHEAD

Since its launch, Shoonya has complemented India's national ambition for clean mobility. It has brought to life the Government of India's target of 30% EV sales by 2030 and reinforced flagship efforts and state EV policies through consumer campaigns and industry engagement. Shoonya has helped translate policy intent into market momentum by making EVs visible and trusted.

Looking ahead, Shoonya will deepen its impact by expanding state and regional chapters, anchoring consumer campaigns at the sub-national level, and scaling webinars, *Pathshalas*, and digital outreach to make EV adoption relatable and aspirational. At the same time, it will strengthen industry-government collaboration to turn EV and charging commitments into measurable action on the ground.

Four years on, Shoonya has established itself as India's leading consumer-facing EV brand, enabling more than 1.1 billion clean rides and deliveries. Its next phase will accelerate adoption in ride-hailing and deliveries, anchor the clean mobility transition at the state level, inspire bold industry leadership, and empower the next generation to carry the zero-pollution movement forward. This demonstrates that systemic change is possible, measurable impact is achievable, and a replicable model for large-scale transitions can be built — helping shape a cleaner, healthier, and more sustainable future for India.



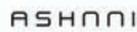
ENDNOTES

¹ *Transitioning India's Road Transport Sector: Realising climate and air quality benefits*, International Energy Agency and NITI Aayog, 2023, <https://iea.blob.core.windows.net/assets/9635288b-5794-40e3-9898-d685aa8ad315/TransitioningIndiasRoadTransportSector.pdf>.

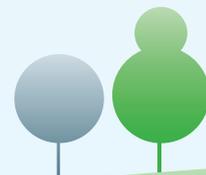
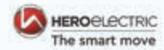
² "'Shoonya' campaign helped reduce pollution, will be expanded in future: Govt", *Economic Times Energyworld*, August 6, 2024, <https://energy.economictimes.indiatimes.com/news/power/shoonya-campaign-helped-reduce-pollution-will-be-expanded-in-future-govt/112303821>.



GRATITUDE TO OUR PARTNERS



GRATITUDE TO OUR PARTNERS



GRATITUDE TO OUR PARTNERS



AUTHORS AND ACKNOWLEDGEMENTS

Authors

NITI Aayog

Gaurav Nemade

RMI

Rollins Baird

Chetna Nagpal

Vaibhav Sabharwal

Samhita Shiledar

Authors listed alphabetically.

Acknowledgements

The authors would like to thank the following individuals for offering their insights and perspectives on this work:

NITI Aayog

Shri Sudhendu J. Sinha

RMI

Akshima Ghate

Tanishka Mehtani

Prabal Muttoo

Vindhya Tripathi





Shoonya
Zero Pollution
Mobility



FSC® CERTIFIED (FSC-C015523)
PRINTED ON MY NATURAL EVOLUTION WHITE

www.shoonya.info

