

GOVERNMENT OF INDIA
MINISTRY OF PLANNING

RAJYA SABHA
STARRED QUESTION NO. *137
TO BE ANSWERED ON 5.08.2024

STATUS OF THE SHOONYA CAMPAIGN

137 SHRI SUJEET KUMAR:

Will the Minister of PLANNING be pleased to state:

- (a) the status of implementation of the Shoonya Campaign (improve air quality in India by accelerating the deployment of electric vehicles (EVs) for ride hailing and delivery services) by NITI Aayog;
- (b) the number of States with which NITI Aayog has partnered to implement the campaign;
- (c) the total amount sanctioned and released in this regard;
- (d) whether Government has collaborated with any International Agency/ Bank to promote EVs under the campaign; and
- (e) if so, the details thereof?

ANSWER

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF STATISTICS
AND PROGRAMME IMPLEMENTATION; MINISTER OF STATE (INDEPENDENT
CHARGE) OF THE MINISTRY OF PLANNING AND MINISTER OF STATE IN THE
MINISTRY OF CULTURE

(RAO INDERJIT SINGH)

(a) to (e): A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY OF PART (a) TO (e) OF RAJYA SABHA
STARRED QUESTION NO. *137 FOR ANSWER ON 5.08.2024 REGARDING STATUS OF
THE SHOONYA CAMPAIGN**

‘Shoonya’ – Zero Pollution Mobility Campaign was launched on 15th Sept., 2021. It is a Pan India consumer awareness campaign administered by NITI Aayog in partnership with leading companies working in the electric vehicle (EV) ecosystem in India.

The campaign has 3 major components:

- i. **Corporate Branding Program:** To recognise the efforts made by industry partners towards EVs; parcels, vehicles, and driver uniforms for electric deliveries and rides are branded with the Shoonya logo.
- ii. **Consumer Awareness Drive:** To highlight the health and environmental benefits of EVs and solidify Shoonya as a slogan in every household in India, NITI Aayog uses both traditional and digital media channels.
- iii. **Resource Toolkit:** To allow EV users to understand the cost and emission benefits of switching to EVs, financing options, and existing policies, the toolkits are hosted on the Shoonya website (<https://shoonya.info/toolkit>).

Since its inception, Shoonya Campaign has nudged delivery systems and ride hailing towards clean mobility. It has positively impacted de-carbonization of the ride hailing and delivery segment of mobility. So far, approximately 200+ corporate partners have collaborated together in this initiative and have completed approximately 574 Mn rides and deliveries up to April, 2024 on Electric Vehicles. It has helped in reduction of particulate matter pollution by approximately 11.5 tonnes, Nitrogen Oxide pollution by approximately 408 tonnes, Carbon Dioxide pollution by approximately 61,000 tonnes. This is equivalent to fuel savings of approximately INR 597 Cr at current retail prices and planting of approximately 1.1 Million trees.

Shoonya forum has also engaged approximately 100 Mn citizens through multiple channels and created awareness among them in favour of pollution-free delivery. 3 brand films have been released on 25th January 2022, 19 July 2023 and 04 April, 2024 that has been viewed by approximately 70 Mn people.

This is not state specific but a PAN India campaign across several states.

There has been no government funding for this campaign. The funding of campaign, so far, has been an industry initiative. So far, 200+ corporate partners (Domestic and global) have collaborated together in this campaign initiative. The details are enclosed at Annexure.

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO PART (a) TO (e) OF RAJYA SABHA STARRED QUESTION *137 FOR 05.08.2024 BY SHRI SUJEET KUMAR: REGARDING STATUS OF THE SHOONYA CAMPAIGN

Shoonya Partners as of 29th July 2024

1	Akasa Finance
2	Alektrify Private Limited
3	Alt Mobility
4	Altigreen Propulsion Labs
5	Amazon
6	Ampere Electric Vehicles
7	AMU Leasing Pvt. Ltd.
8	Areon Mobility
9	Ashnni Motors
10	Augmentaa
11	Baayu
12	Bacancy Systems LLP
13	Battery Smart
14	Battwheelz
15	Belectriq
16	Bigbasket
17	Bijli Wheels
18	Bike Bazaar
19	Bikozee
20	Biliti Electric
21	Blowhorn
22	Blue Dart Express
23	Blu-Smart
24	Bolt

25	Boltlyelectric
26	Bounce
27	CABT Elektra
28	Chara
29	Charge+Zone
30	ChargeGrid (Magenta Power)
31	Chargemiles (chargemesh technologies private limited)
32	Chargeup
33	Chartered Bike
34	City Link
35	ckers Finance
36	CocaCola
37	CPO Assist
38	Crayon Motors (UP Tele Links)
39	Dandera Electric
40	Deepfleet
41	Delta
42	DOT
43	Earthride
44	eBikeGo
45	Eco Drive
46	EEE Taxi
47	Efill
48	Eicher
49	Eka Mobility (Pinnacle Mobility Solutions)
50	ElectricPe
51	Eleride
52	ELOCITY
53	EMFA (Electric Mobility Financiers Association)
54	E-Motorad
55	E-Savari Rentals

56	ETM Bikes
57	ETO Motors
58	Etrio Automobiles Pvt. Ltd
59	Euler Motors
60	EV Plug (Techilogy Solution)
61	EV Urjaa
62	EVage
63	Evaride
64	evbooth
65	EVCFinder
66	Evegah Mobility Pvt Ltd
67	Evera (E-Prakriti)
68	evet
69	Evify Logitech Private Limited
70	EVPE
71	EVRE
72	Exa Mobility
73	Exponent Energy
74	Exter
75	Fery Rides
76	Finocorp/ Finayo
77	Fortum
78	Gentari
79	Go Bykes (MS Qube)
80	Go EVC (Vmatic Global Technologies Private Limited)
81	Go GreenEOT Pvt Ltd
82	Go4Green (AGRYUJ ITSERV PRIVATE LIMITED)
83	GoElectrify
84	Gogoro
85	Grab (Subsidiary of Reliance)
86	Greaves Electric Mobility

87	Green Drive Mobility
88	GreenCell Mobility
89	Greenifit
90	Griden
91	Grip Invest
92	Hala Mobility
93	Hero Electric
94	Hero Lectro
95	HopCharge
96	Howdyy
97	IBSA (India Battery Swapping Association)
98	Igowise
99	Indus Motors Green Private Limited
100	Inspacco
101	Insta EV bikes
102	Intuions
103	Ionage Mobility
104	Jeev Mobility
105	JPS/Jaidka
106	Just Electric
107	Kazam
108	Kinetic Green
109	Kurier EV
110	Kurrent Charge
111	Kwik Mobility
112	Kwik Swap
113	Lectrix (SAR Group)
114	Lightning Logistics (Micelio)
115	Lithion Power Private Limited
116	LoadExx
117	Log9

118	Lohia Auto
119	Lordfincap
120	Magenta
121	Mahindra Electric
122	Matter
123	Metro Ride
124	MG Motors
125	Micelio
126	Mini Mines
127	moEVing
128	MOJO Green
129	Mooving (SAR Group)
130	Moveinsync
131	Mufin
132	NammaYatri
133	NammaYatri
134	Nesh LIVE
135	Numocity
136	Nunam
137	Omega Seiki Mobility
138	OneFT
139	Ontrack Mobility
140	Orient eCom EV (Shigan)
141	Park+
142	Perpetuity Capital
143	Piaggio Vehicles Pvt Ltd
144	Piqyu (Quiqup Innovations India Private Limited)
145	Pixey
146	Planet Electric
147	Porter
148	Prime Ride

149	Procurabl
150	Pulse Energy
151	QYK (eMatrixmile India Pvt Ltd)
152	QYK Bike
153	RacEnergy
154	Raft Motors
155	REEP /Power Gear Limited
156	ReNew Power
157	Revampmoto
158	Revfin
159	Revolt Motors
160	Rhyno
161	RMI
162	Saera Keto Pvt Ltd
163	Sahy Electric (Hykli Skyline Electric Private Limited)
164	SankulDesing Studio
165	Savy (save Electric Vehicles)
166	Shadowfaxx
167	Sheru
168	ShiganEvoltz
169	Shoffr
170	Simple Energy
171	Singham
172	SMEV
173	SMV Green Solutions
174	Sonae EV
175	Spock
176	Srivaru Motors
177	Statiq
178	Stella
179	Stride Green
180	Sun Mobility

181	Switch Energy Pvt. Ltd
182	Swiggy
183	Tata Motors
184	Tata Power
185	The Sustainer
186	Threewheels United
187	Thunderr/Labourin
188	TOCAL
189	Turtle Mobility (Electrev Mobility Pvt. Ltd.)
190	TVS Motor
191	Uber
192	Urban Sphere
193	UrjaBolt
194	Usha Financial Services Limited
195	Vaara
196	Vaultus
197	VA-YU
198	Verde Mobility (slscorp)
199	Virtus Motors
200	Vmatic Global
201	Volt 14
202	Volt Up
203	WilderMart
204	Wings EV
205	YoCharge (Yellow Haze Sustainable)
206	Yulu Bikes
207	Zeway Mobility Pvt Ltd
208	Zomato
209	Zuink
210	Zyngo
211	Zypp Electric
212	HopElectric
213	Stride Green
