

GOVERNMENT OF INDIA
MINISTRY OF PLANNING
LOK SABHA
UNSTARRED QUESTION NO. 1465
TO BE ANSWERED ON 04.12.2024

SHOONYA CAMPAIGN

1465. SHRI VISHWESHWAR HEGDE KAGERI:
SHRI PRADEEP KUMAR SINGH:
SHRI KRIPANATH MALLAH:
SHRI YOGENDER CHANDOLIA:
SMT. KAMALJEET SEHRAWAT:
SHRI GANESH SINGH:

Will the Minister of PLANNING be pleased to state:

- (a) the details of Shoonya campaign which aims at improving air quality by accelerating the deployment of Electric Vehicles (EVs) and if so, the details thereof; and
- (b) the details of measures taken by the Government to raise awareness about adoption of EVs and role of corporate sector in reducing air pollution and carbon emission under the said campaign along with its assessment of impact in the country particularly in NCT of Delhi?

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) & (b) - '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 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.

This campaign has 3 major components:

1. **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.
2. **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.
3. **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>).

It has positively impacted de-carbonization of the ride hailing and delivery segment of mobility. Upto September 2024, it has completed approximately 674 million rides and deliveries on Electric Vehicles. It has helped in reduction of particulate matter pollution by approximately 12.8 tonnes, Nitrogen Oxide pollution by approximately 413 tonnes, Carbon Dioxide pollution by approximately 66,000 tonnes. This is equivalent to fuel savings of approximately Rs. 635 Cr (at current retail prices) and planting of approximately 1.1 million trees.

‘Shoonya’ forum has also engaged approximately 10 crore citizens through multiple channels and created awareness among them in favour of pollution-free delivery. 3 brand films have been released on 25 January 2022, 19 July 2023 and 04 April, 2024 that have been viewed by approximately 70 million people.

So far, 220+ corporate partners (Domestic and Global) have collaborated together in this campaign initiative.
