

GOVERNMENT OF INDIA
MINISTRY OF PLANNING
LOK SABHA
UNSTARRED QUESTION NO. 2732
TO BE ANSWERED ON 11.12.2024

AIMS AND OBJECTIVES OF SHOONYA CAMPAIGN

2732. SHRI JANARDAN SINGH SIGRIWAL:

Will the Minister of PLANNING be pleased to state:

- (a) whether the Government has launched Shoonya campaign by NITI Aayog recently;
- (b) if so, the aims and objective thereof; and
- (c) whether the said campaign is expected to be expanded to more vehicles, especially those used for public transport and 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) Yes, Sir. 'Shoonya' — Zero Pollution Mobility Campaign was launched on 15th Sept., 2021. It is a Pan India consumer awareness campaign initiated by NITI Aayog in partnership with leading companies working in the electric vehicle (EV) ecosystem in India.
- (b) 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.
- (c) So far, Shoonya Forum, with the help of 220+ corporate partners (Domestic & Global), has collaborated together and engaged approximately 10 crore citizens through multiple channels and created awareness in favour of pollution-free delivery. Presently the campaign is confined to delivery ecosystem and ride-hailing segment only.
