



Replicating Fazilka initiative on eco-cab in other Punjab cities

Workshop on Our Right of Way: Walk and cycle

22nd March 2012



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Graduates Welfare Association Fazilka (GWAFF)



Problems with the present rickshaw operations

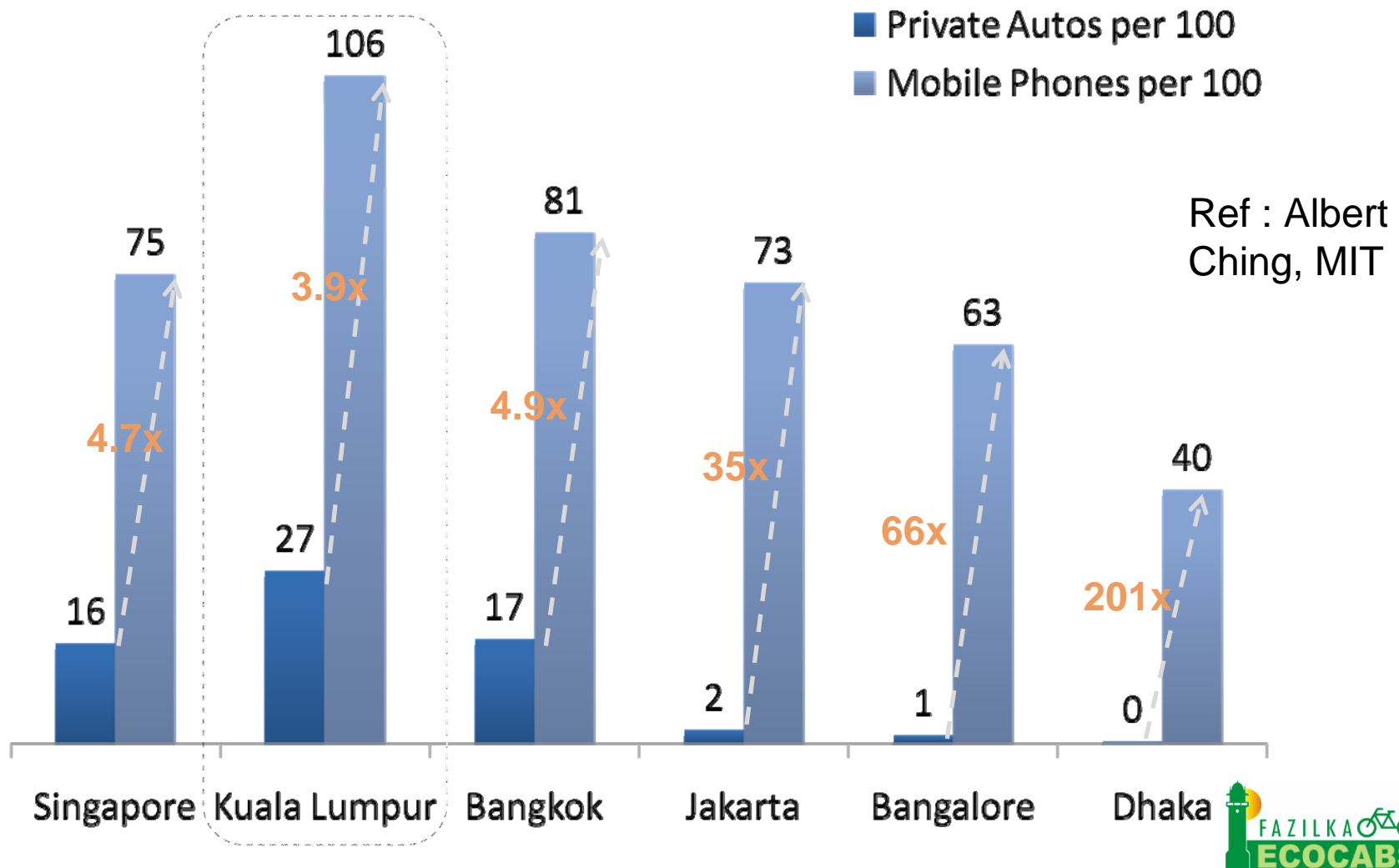
- Not accessible to near residential areas compared with market areas
- Unorganized network of rickshaws
- Unregulated Tariff structure
- Maintenance and quality of rickshaw
- Taboo of being as inhuman
- Health and financial conditions of traction men
- High Rate of interest financing facilities through locals
- Policy level interventions, government role

Ecocabs-Vision Statement

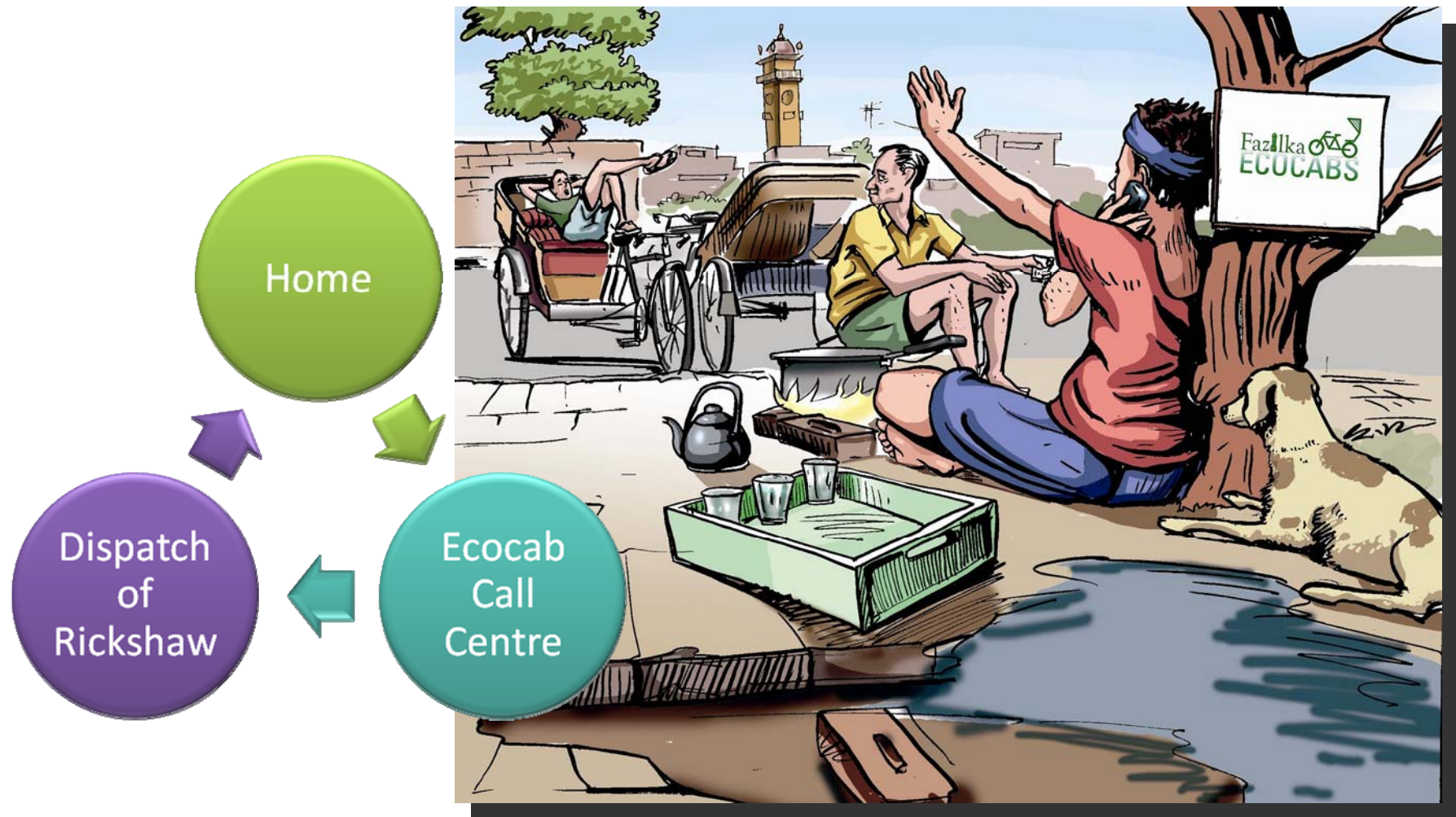
"to organise and improve scientifically, the existing rickshaw operation using modern management tools and real time technologies for its promotion as sustainable para transit mode of public transportation as an alternative to car centric development and its linkage as a feeder unit to any mass rapid transit, for the benefit of traction men, society & environment and rickshaw at large to achieve the overall agenda of low carbon mobility"



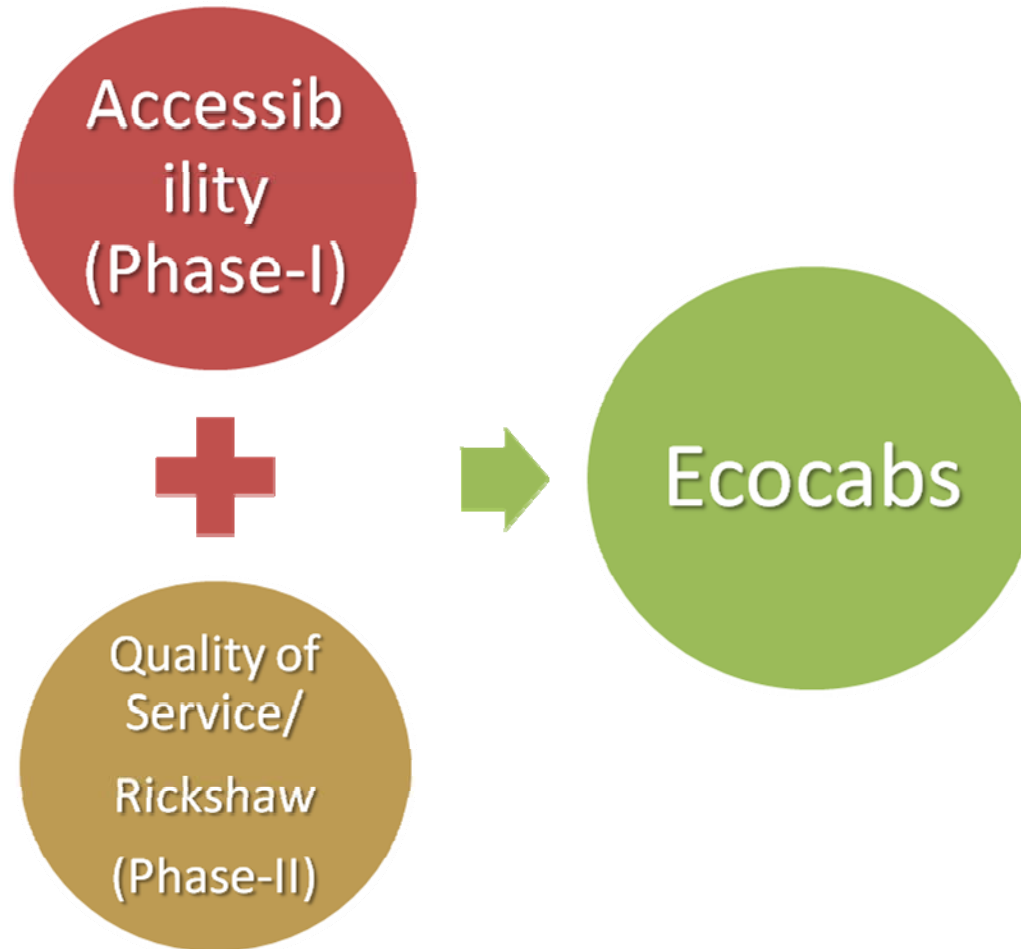
Mobile phone-driven intelligence infrastructure way ahead of transportation infrastructure in most developing Asian cities



Fazilka Ecocabs Dial-a Rickshaw- Accessibility Phase-I



Concept Ecocabs





Fazilka Ecocabs



Android App



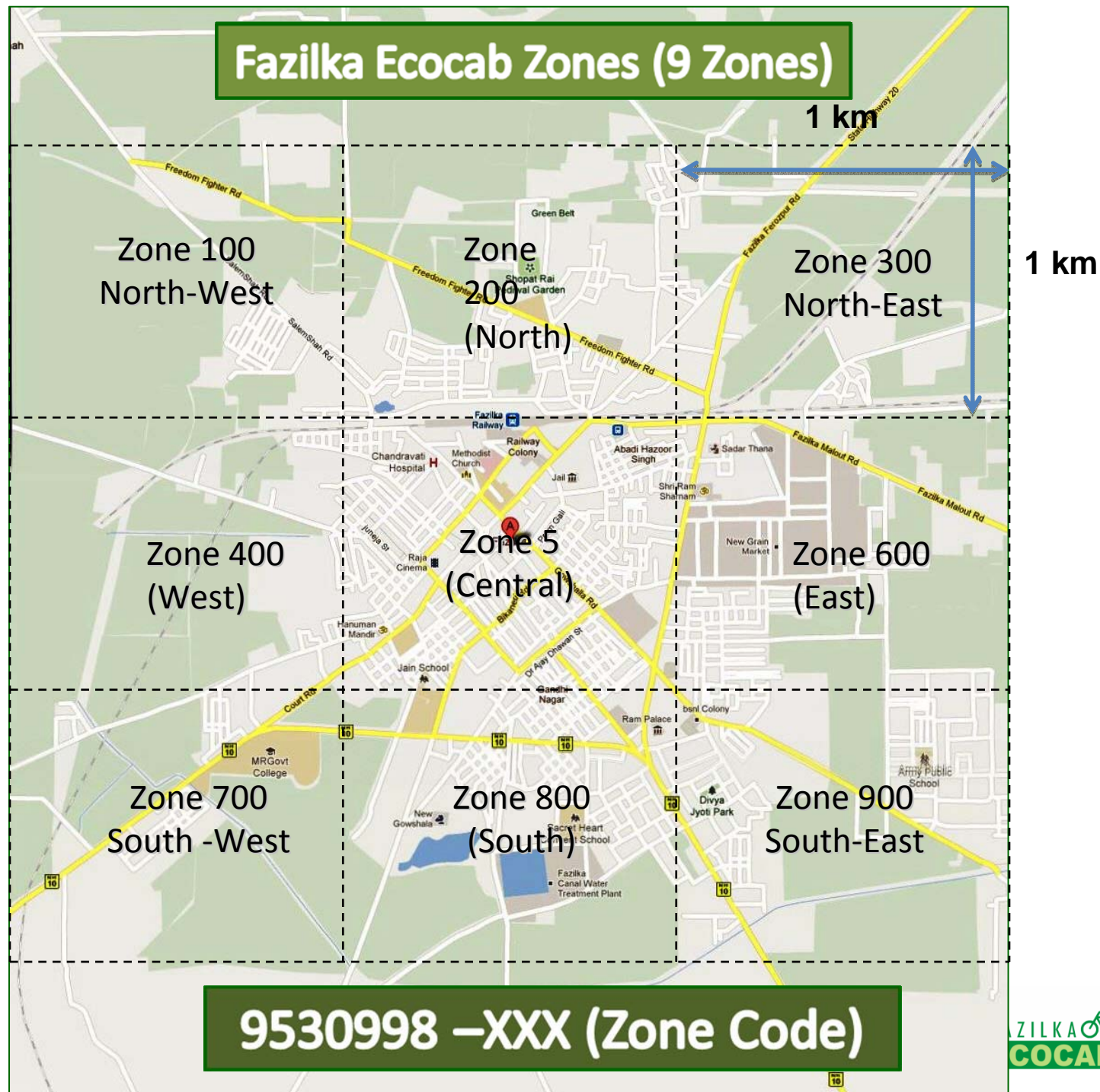
www.ecocabs.org

ITS Applications – HOW IT WORKS

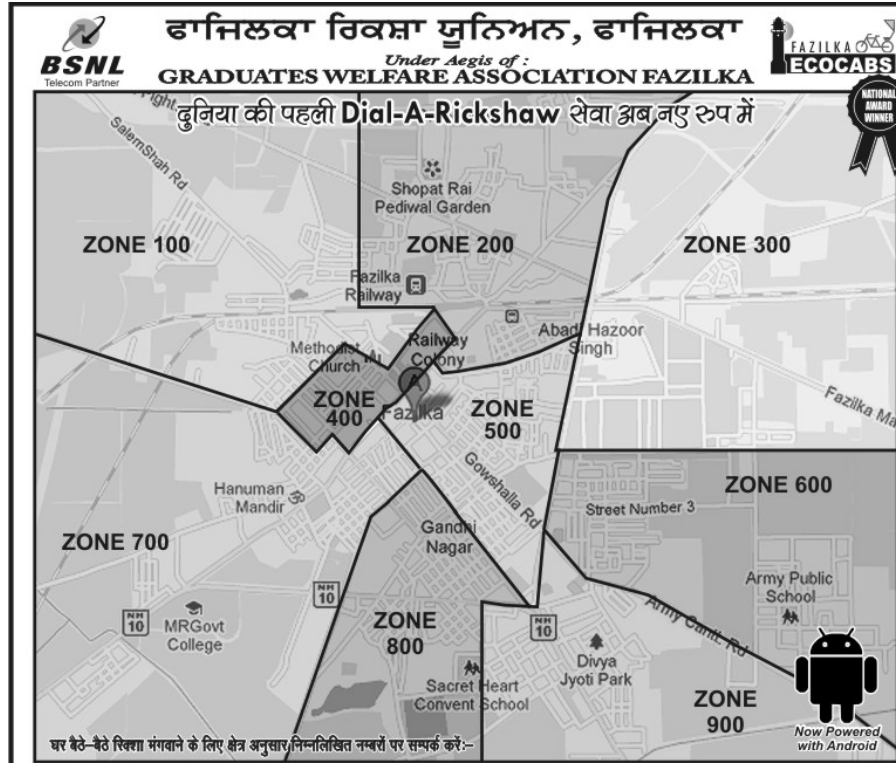
INTELLIGENT TRANSPORT -DIGITAL EMPOWEMENT



How It Works- Dial- a -Rickshaw



Information to Public- Zoning



फाजिलका उत्तर-पश्चिम	जोन 100	डा. विजय स्वामी चौक/शास्त्री चौक
फाजिलका उत्तर	जोन 200	मुख्य बस अड्डा
फाजिलका उत्तर-पूर्व	जोन 300	मलोत चौक
फाजिलका पश्चिम	जोन 400	वान बाजार
फाजिलका मध्य	जोन 500	गऊशाला रोड
फाजिलका पूर्व	जोन 600	संजीव सिनेमा चौक
फाजिलका दक्षिण-पश्चिम	जोन 700	मुलतानी चुंगी (हनुमान मंदिर)
फाजिलका दक्षिण	जोन 800	महाराज अग्रसेन चौक
फाजिलका दक्षिण-पूर्व	जोन 900	मिन्नी सैक्रीएट

Dial-A-Rickshaw* सेवा के लिए फाजिलका को 9 जोनों में विभाजित किया गया है। अपने जोन में रिक्शा बुलवाने के लिए मोबाईल नंबर 9530998-XXX में आखिरी तीन अंकों की जगह उपर दिखाए गए नम्बरों व दिए गए विभाजन के अनुसार जोन कोड कगा कर 10 अंकों का मोबाईल नम्बर डायल करें। 10 से 15 मिनट की इंतजार में आपके बताए हुए पते पर रिक्शा आपके पास पहुंच जाएगा। असुविधा ना हो इस लिए कियाया फोन पर ही निर्धारित कर लें। जो रिक्शा चालक आपको लेने आ रहा है, उसके बारे में पूरी जानकारी आप वैबसाइट: www.ecocabs.org पर Ecocab Registration Number (जोकि 3 अंकों का है) डाल कर चैक कर सकते हैं।

सुझाव व शिकायत के लिए SMS करें 9530998999



Android Phone www.ecocabs.org Android Market से
Fazilka Ecocabs की Application Download कर सकते हैं।

www.ecocabs.org

9530998-Zone Code

डायल-ए-रिक्शा सेवा सुबह 9.00 बजे से लेकर 6.00 बजे तक उपलब्ध है।

1. फाजिलका उत्तर-पश्चिम - डा. विजय स्वामी चौक/शास्त्री चौक (Zone 1) - 95309-98100

क्षेत्र: डा. विजय स्वामी गली, सलेमशाह रोड, अशोका काटन फैक्टरी, आदश नगर गली 1-7, आर्य समाज रोड, कुपां वाली गली, जोरा सिंह मान नगर, नई आबादी, पीर गुराया, हस्पताल रोड (सत्येन्द्र मार्ग), साईकल बाजार, साधु आश्रम रोड

2. फाजिलका उत्तर: मुख्य बस अड्डा (Zone 2) - 95309-98200

महाजन मार्कीट, मेन बस स्टैंड, बस्ती हजूर सिंह, झूले लाल कलोनी, बिजलीघर हाउस रोड, अमर कलोनी, कोर्ट रोड, रेलवे रोड एवं स्टेशन, कोर्ट कम्प्लेक्स, प्रेम गली (शहीद बेअत सिंह मार्ग), सिविल लाईन्स, डी.सी. निवास एवं आफिस, स्वतंत्रा सेनानी मार्ग, कैनाल गैस्ट हाउस, रीक्रेशन क्लब, बाघ रोड, बैंक कलोनी, बाधा झील श्रेत्र, पेडीवाल गार्डन, डी.सी माडल स्कूल, सरकारी माडल सेकण्डरी स्कूल (लड़के)

3. फाजिलका उत्तर-पूर्व: मलोत चौक (Zone 3) - 95309-98300

मलोत चौक, पोलिस स्टेशन (सदर), आई.टी.आई, मलोत रोड, गुरु नानक कलोनी, पैंचा वाली गांव, नई अनाज मार्कीट, राम शरणम क्षेत्र, नेहरू नगर, सीमा शहीद मार्ग, फिरोजपुर रोड जमींदारा फार्मसोलूशनज तक

4. फाजिलका पश्चिम: वान बाजार (Zone 4) - 95309-98400

मलकाना मोहल्ला, चौधरीयां गली, वान बाजार, कार फ्री जोन घंटा घर, राजा सिनेमा रोड, ऊन बाजार, सुन्दर नगर, घोषी घाट, चुघ गली, गली स्त्री भवन, मलकाना मुहल्ला, प्रणामी मन्दिर क्षेत्र

5. फाजिलका मध्य: गऊशाला रोड (Zone 5) - 95309-98500

गोशाला रोड, कैलाश नगर, डा. मोहन सिंह गली, कालका मन्दिर गली, गुरुद्वारा सिंह सभा, बठिंडा, फर्श नं 14, प्रेम गली (शहीद बेअत सिंह मार्ग तक), कृष्णा गली, नागपाल गली, गली गीता भवन, आहूजा गली, आर्य मन्दिर, दावड़ा गली, तेलीयां गली, सचदेवा गली, कालका मंदिर क्षेत्र.

6. फाजिलका पूर्व: संजीव सिनेमा चौक (Zone 6) - 95309-98600

जटीयां मुहल्ला, गऊशाला रोड (गऊशाला तक), अनाज मंडी-गऊशाला रोड, राधा स्वामी कलोनी, आर्मी कैंट एवं कैंट रोड, बी.एस.एन.एल कलोनी, बाबा नामदेव नगर (टी.वी. टावर कलोनी)

7. फाजिलका दक्षिण-पश्चिम: मुलतानी चुंगी (हनुमान मंदिर) (Zone 7) 95309-98700

हनुमान मंदिर क्षेत्र, शक्ति नगर, कांशी राम कलोनी, बलविंदर सिंह नगर, आवा कलोनी, आवा गांव, बी.एस.एफ, कैम्ब, जैन गली, जैन स्कूल, झीवर मुहल्ला, कालेज रोड (राजा सिनेमा चौक तक), अरोड़वंश क्षेत्र, पुरानी सब्जी मण्डी क्षेत्र

8. फाजिलका दक्षिण: महाराज अग्रसेन चौक (Zone 8) - 95309-98800

बीकानेशी रोड, मेहरीयां बाजार, फर्श नंबर 14, पी.एन.बी गली, अग्रवाल गली, गांधी चौक, गांधी नगर, राम मन्दिर गली, डा. अजय धवन गली, अमर हटेल, पुरानी मार्कीट कमेटी दफतर, डा. साधु राम गली, जंगलीयां गली, पुजारीयां गली, घास मण्डी, मदन गोपाल रोड, बादल गली, इंदिरा नगरी, खटीक मुहल्ला

9. फाजिलका दक्षिण-पूर्व: मिन्नी सैक्रीएट (Zone 9) 95309-98900

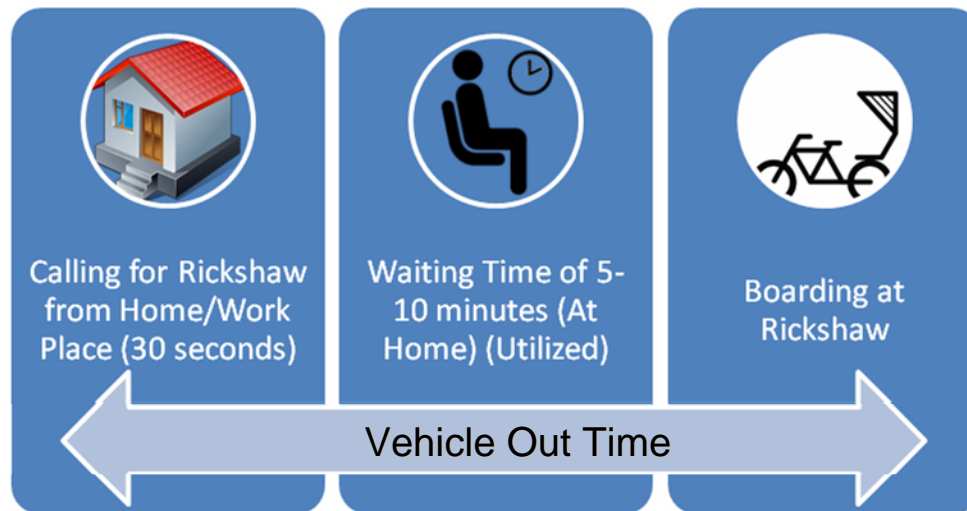
एम.सी कलोनी, टुक युनियन क्षेत्र, अबोहर-फाजिलका रोड (शाह पेलेस तक), माधव नगरी, बाबा नामदेव नगर, होली हार्ट डे-बोर्डिंग स्कूल, मिन्नी सैक्रीएट, ओढ़ा वाली बस्ती

किसी जोन का फोन व्यस्त आने की सूत्र में आप साथ वाले किसी भी जोन में फोन कर के ईकोकैब घर बुला सकते हैं।

Trip Profile : Other PT modes vs. Dial-a Rickshaw (VoT)




Utilized
Waiting Time
vs.
Unutilized
Waiting Time



eco cabs

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About Fazilka Gallery Associates Resources News FAQs



How it Works


1. Make a phone call
2. Ask for Ecocab
3. Message conveyed to Ecocab operator
4. Ecocab reaches home

Safe, Sustainable, Comfortable - This is small town metro but on rubber tyres.

Ecocab is a dial-a-cycle-rickshaw similar to dial-a-cab service by balancing its demand and supply through equal distribution of fleet and automation using latest IT tools. With an idea to strengthen existing unorganized network of cycle rickshaw as a post modern technology in the area of Intermediate Public Transport System, the concept was first time launched in the world at Fazilka, a small Indian border town near India Pakistan Border.

[Learn more](#)

Fazilka Ecocab Centre Locator




Map data ©2011 Google - Terms of Use

North East (Malout Chowk)	North West (Dr. Vijay Swami Chowk)
East (Sanjeev Cinema Chowk)	Central (Govshahla Road)
South West (Murtani Chungi)	North (Main Bus Stand)
South East (New Hanuman Mandir, Truck Union)	West (Vaan Bazar)
South (Maharaj Aggarson Chowk, Bathinda Road)	


Other cities

Punjab: <ul style="list-style-type: none"> Patiala Kapurthala Ludhiana Ropar Mukatsar Barnala Hoshiarpur Malerkotla 	<ul style="list-style-type: none"> Amritsar Jalandhar (In Process) Gurdaspur Mohali Ferozpur Faridkot Moga 	<ul style="list-style-type: none"> Tarn Taran Fatehgarh Sahib Nawanshehar Bathinda Fazilka Jalot Sangrur
Haryana: <ul style="list-style-type: none"> Gohana 	<ul style="list-style-type: none"> Panipat 	<ul style="list-style-type: none"> Smalkha

Photo Gallery [View Gallery](#)



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Project Love Fazilka Initiative

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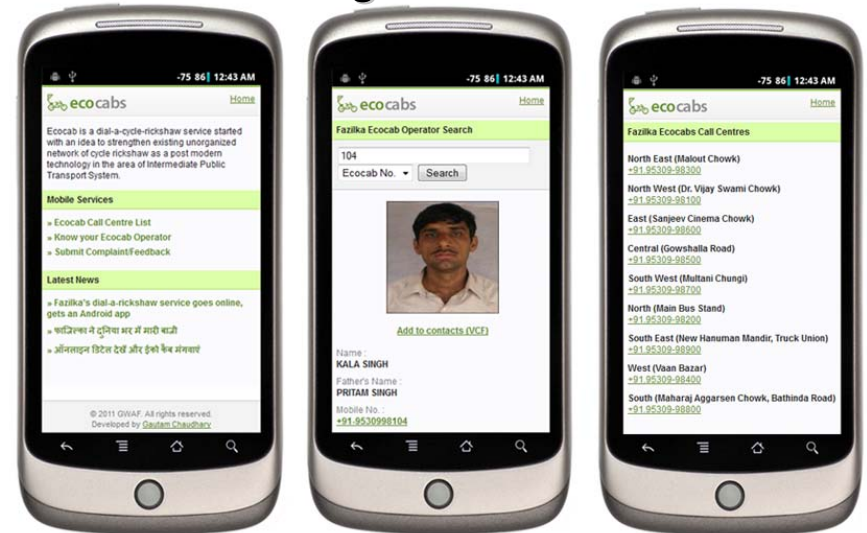
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Designed and developed by [Gautam Chaudhary](#)

WEB PORTAL

www.ecocabs.org

- Database Management
- Mobile Site
- Ecocab centre Locator
- Resources and Literature
- Online Registration



Android App



- World's first mobile based application for rickshaw services.
- Makes use of cutting edge technologies like Google Maps on Android to display Ecocab Center for easier searching.
- QR based Digital Identity cards for Cab operators.

Locate nearest Eco Cab

Call center using the inbuilt

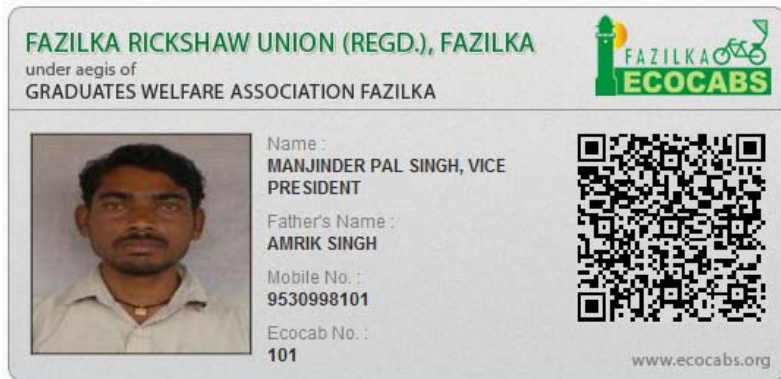
GPS of phone

Call rickshaw with single tap on Call button.



ECOCABS

Online Registration-QR code technology



Details of Cab operator can be added to mobile contacts for future usage





World's first Dial-a-Rickshaw Service

FAZILKA ECOCABS- SOCIAL ENTERPRISE



Stakeholders- Ecocabs



Traction men



Society and
Environment



Rickshaw



Benefits to Ecocab Pilots

HealthCare

- Free OPD/Consultation from Leading 8 Private Nursing Homes
- Discounted Medicine from 3 Medical Stores
- Free/Discounted Pathology Laboratory Testing



Legal Help

- 5 Lawyer to Provide them Free Legal Aid
- Police Assistance and Training



Education

- Free School Bags for School going Children of Ecocab Operators
- Annual Scholarship of 1100/- to 5 Girl Child Studying in 10+1 & 2
- Free Computer Literacy by Two Computer Institutes

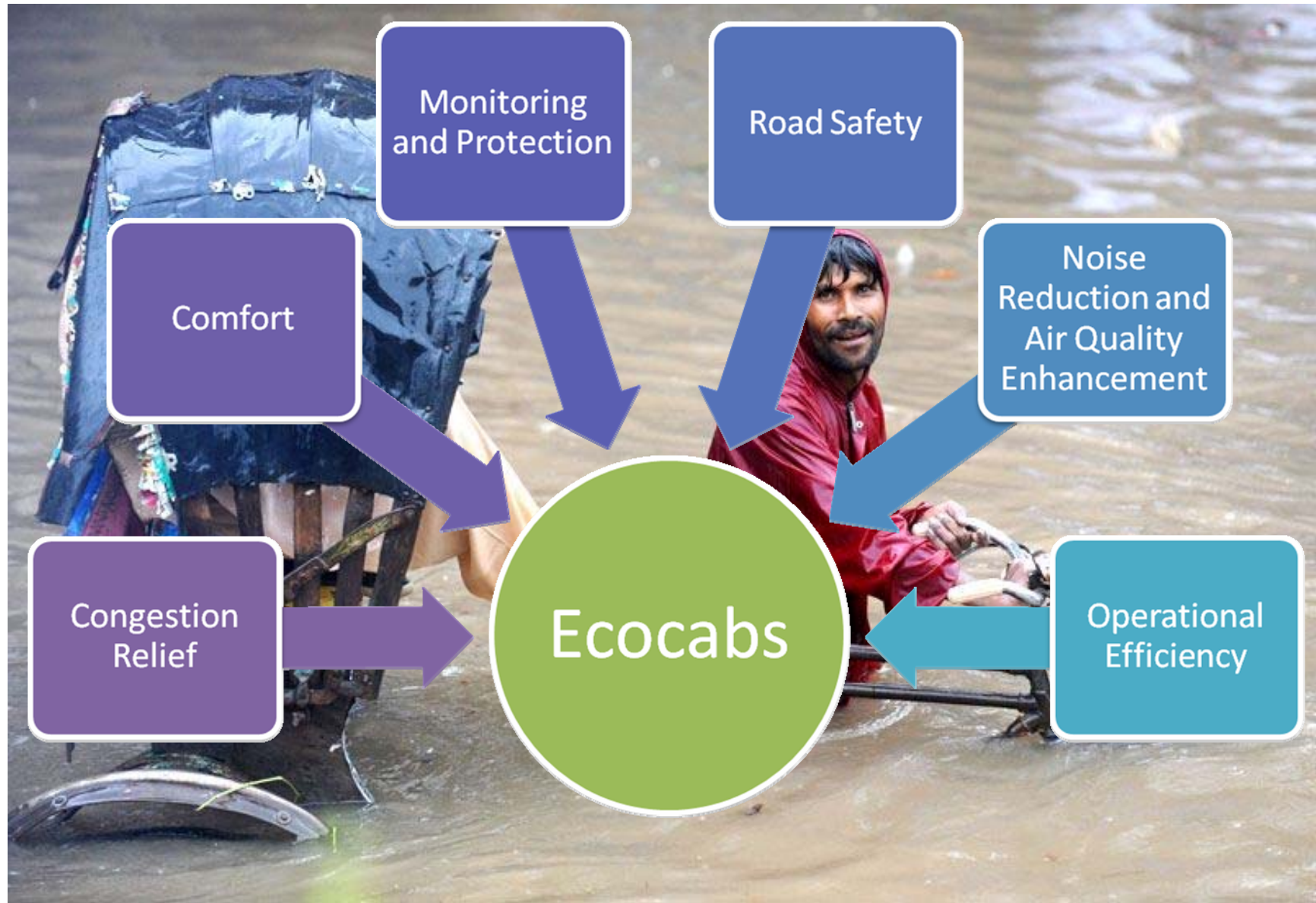


Lifestyle

- Free 1 Set of Woolen for Senior Rickshaw Pilots Annually
- Availability of easy loan at 4% under DRI from Nationalized Bank



Benefits of Ecocabs to Society and Environment



Other Benefits to Residents

Organized Intermediate Public Transport System at affordable price

Saving of daily 900 litre of fuel from burning along saving of 14500kg fresh air required to burn that fuel-Environment

Better law and order in the city- Dignified employment

Quality Ecocab service with modern ergonomically designed Ecocabs.

Another better option for residents as emergency healthcare facility like ambulance

Facilitation for visitors and tourists of the city

Reliable and Comfortable Facility for Senior Citizen and Ladies- Better accessibility

www.lovefazilka.org/ecocabs



A Graduates Welfare Association Fazilka Initiative



Rickshaw improvements- Phase-II

- 0.25 Horse Power/ Light Weight
- With FM/Music and News Paper facility
- Rickshaw on Demand
- Ergonomically Designed Models like Femto and Nano
- Low Floor
- More Luggage Space
- Aerodynamically Designed, More Stable and Safe.
- More advertisement Space



Research and Development



Model Femto- 2011



Model Nano 2009

Launch of New Ecocabs- Nano and Femto



Second Fleet of Ecocabs- Launch



Chief Secretary Punjab
Inaugurating Fazilka Femto



New Ecocab Stands at Fazilka



Ecocabs Stands



By Municipal Council Fazilka

Digital Empowerment



Distribution of Mobiles at Subsidized Rates

Specifications for Mobile Phone

Dual SIM

LED Torch

Music Player

Audio/Video

Camera

GPRS



Annual Ecocabs Family Trips



A Trip to Shri Amritsar Sahib
December 2011



Milestones- Ecocabs

- On 20th June 2008 by organizing group of 500 rickshaw operators in Fazilka, first time dial-a-rickshaw service was launched through five call centers.
- Different schemes are being taken up for the benefits of traction men.
- On 28th April 2010, honorable Punjab and Haryana High Court took suo-motu action on one of the news item published in Indian Express about Fazilka Ecocabs and ordered to introduce concept Ecocabs in each city of Both Punjab, Haryana State and UT Chandigarh.
- Concept Ecocab is now successfully working in 22 cities of Punjab.
- New Ecocab sheds were inaugurated in the Month of April 2011 at Fazilka.
- In June 2011, Collaboration with BSNL for giving 900 dedicated GSM numbers in CUG and new fleet of Ecocabs Launched.
- On 29th October 2011 GSM based dial-a-rickshaw service launched with extended 9 call centers across the city along with dedicated website for Ecocab operations/ implementation www.ecocabs.org and Android Smart Phone Application for Fazilka Ecocabs
- 6th December 2011 – National Award of Excellence for NMT Category- Urban Mobility 2011



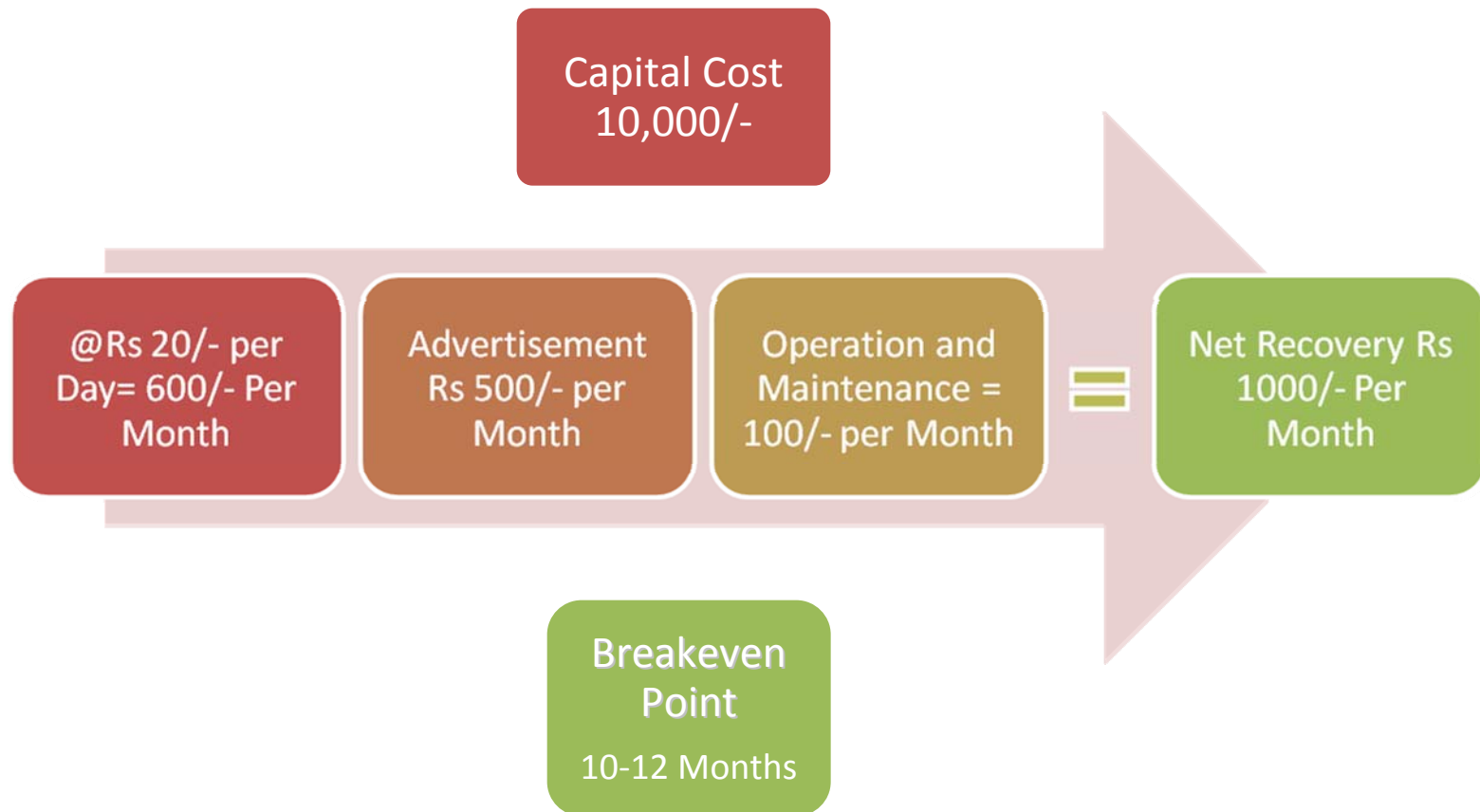


Ecocabs

FINANCIAL MODEL

Financial Model

Each Traction men is a Stakeholder



Quality Life of one New Rickshaw = 30=36 months
Carbon Credit Earning no Included

Financing Schemes-Financial Inclusion

- Reserve Bank of India's Differential Rate of Interest Scheme under which loan is available at 4% annual rate of interest without any guarantee from any Nationalized Bank under Financial Inclusion.
- Joint Liability Groups (JLGs) as Priority Sector
- District Innovation Funds by Ministry of Finance
- Additional Revenue through Advertisement

Carbon Footprints

- Average Per Day Travel of Rickshaw: 45km
- Monthly Travel : 900km | (including off days)
- Total Annual of CO₂ Saved : 2.07 tones
- For 500 Ecocabs : 1035 tones of CO₂/annum (credit)
- Total Earning @ 13 Euro Per Carbon Credit : 13,455
- Indian Rupees Earnings : Rs 8.75 Lakh (Per Annum)*
- No of Tree Required 10.4 to offset 2.07 tones of Carbon emission: 5200 Trees required to be planted . A tree planted in the humid tropics absorbing on average 50 pounds (22 kg) of carbon dioxide annually over 40 years

Source : http://www.treeswaterpeople.org/support/support_carbon_personalcalc.htm

- 1 Euro = 65 Rs

*Calculation of Modal shift from Motorized mode Trips to Rickshaw based trips are not taken into consideration for Calculations

Environment and Social Benefits

Parameters	Fazilka Ecocab (Daily)	Punjab Ecocabs (Daily)
Availability	500 Ecocabs	
Ridership	10,000 Pass	(6 million)
Total Fuel Savings	1500	5 Lakh Litre (Appox)
Total Fresh Air S (15.2 kg required to burn 1		1368 Ton
Emissions/Exha		Nil
Employment	550 (Direct n Indirect)	3.5 Lakhs
Road Safety	Zero Fatality	2 deaths in the year 2009 reported

Socially Equitable and Sustainable



Social and Environmental

WAY AHEAD – SCALE OF THE PROJECT

Estimated Rickshaw/Ecocab Demand

Type of City	Estimated Cycle Rickshaw Demand per Lakh Population
Tier I	About 1000 Rickshaw
Tier II	About 750 Rickshaw
Tier III	About 500 Rickshaw

Indicators

- About 500 rickshaw families are getting benefits, free medical and educational facilities
- Affordable, accessible and comfortable means of Public Transport in small town and reduction in vehicle out time (VoT).
- Organized Network of Rickshaw operation, passenger information system, dial-a-rickshaw. IT Tools
- Global Recognition
- Each centre is getting about 30-40 calls for rickshaw. It is primarily a latent demand. (mainly car owners)
- Amendments in Punjab Cycle Rickshaw Act-1976, Licensing has been changed to Registration

Punjab and Haryana High Court on Ecocabs

‘Ecocab can become viable and eco-friendly means of transport’

■ Hight Court makes */E* report on Ecocab a PIL, sends notices to Punjab govt

EXPRESS NEWS SERVICE
CHANDIGARH, APRIL 28

TAKING cognisance of a news item, “With Ecocab, Fazilka shows the way”, which appeared in *The Indian Express* on April 26, Punjab and Haryana High Court Chief Justice Mukul Mudgal has converted it into a public interest litigation (PIL).

Taking suo motu notice of the news item, the chief justice held: “If the facts appearing in the report are correct, the matter deserves to be looked into in this court’s PIL jurisdiction.”

The order said: “With its (cycle-rickshaws’) transformation into Ecocab, it is on the way to become a viable and eco-friendly means of transport for all. It will be available on a phone call, to be made to Ecocab booths. The initiative is praiseworthy. Various organisations

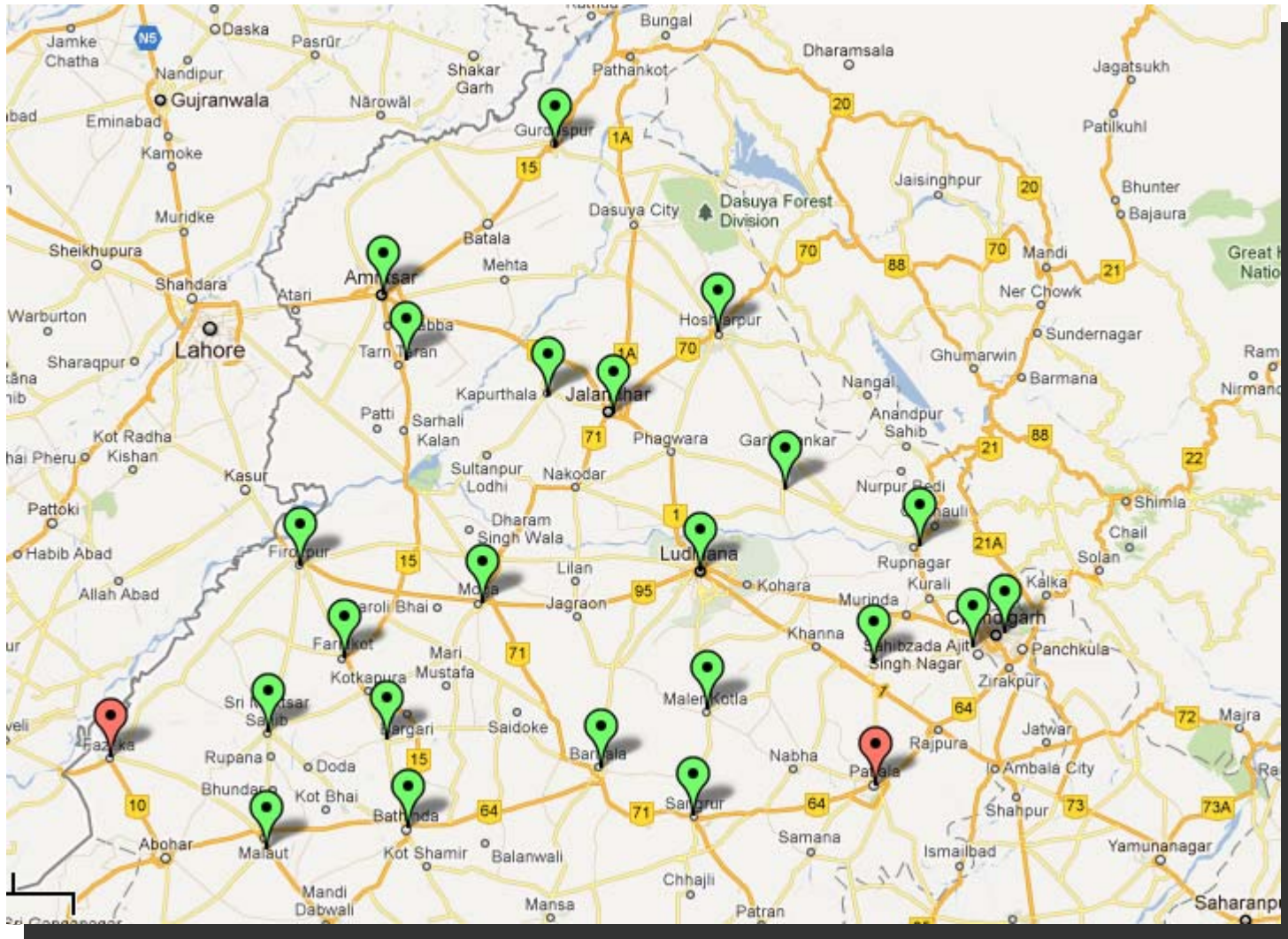
are said to be taking interest in the project. Ecocab has the potential to replace carbon dioxide emitting cars and other motor vehicles.”

A division bench comprising the chief justice and Justice Jasbir Singh has issued notices to the Punjab government.

The news item highlighted the role of School of Planning and Architecture (SPA), New Delhi, at the asking of Graduates’ Welfare Association of Fazilka (GWAF) in designing a lighter cycle-rickshaw named as Ecocab. The Fazilka Nano, as the model is named by a member of the GWAF, was launched on April 4 on the occasion of Fazilka Heritage Festival. Not only lighter in weight than the traditional rickshaw, it has been designed to give a comfortable ride to people travelling short distances in towns and cities, the report had noted.



Punjab Ecocabs-Network



Urban Mobility 2011 National Award of Excellence

NMT Category



Ministry of Urban Development
Government of India

in recognition of initiatives and exemplary efforts made by

Graduates Welfare Association, Fazilka

In category of Best NMT Project

Towards improvement in Urban Mobility in the City of Fazilka
through promotion of cycle-rickshaw as a para-transit means of transport

By promoting and developing a dial-a-rickshaw project for cycle-rickshaws in the city of Fazilka, the Graduates Welfare Association has revolutionized the image of cycle-rickshaw and its pullers. The system not only provides a cycle-rickshaw at the commuter's door step just by dialing a number, but also takes care of the families which are associated with this system. This successful branding and repositioning of green mode of transport needs to be commended.

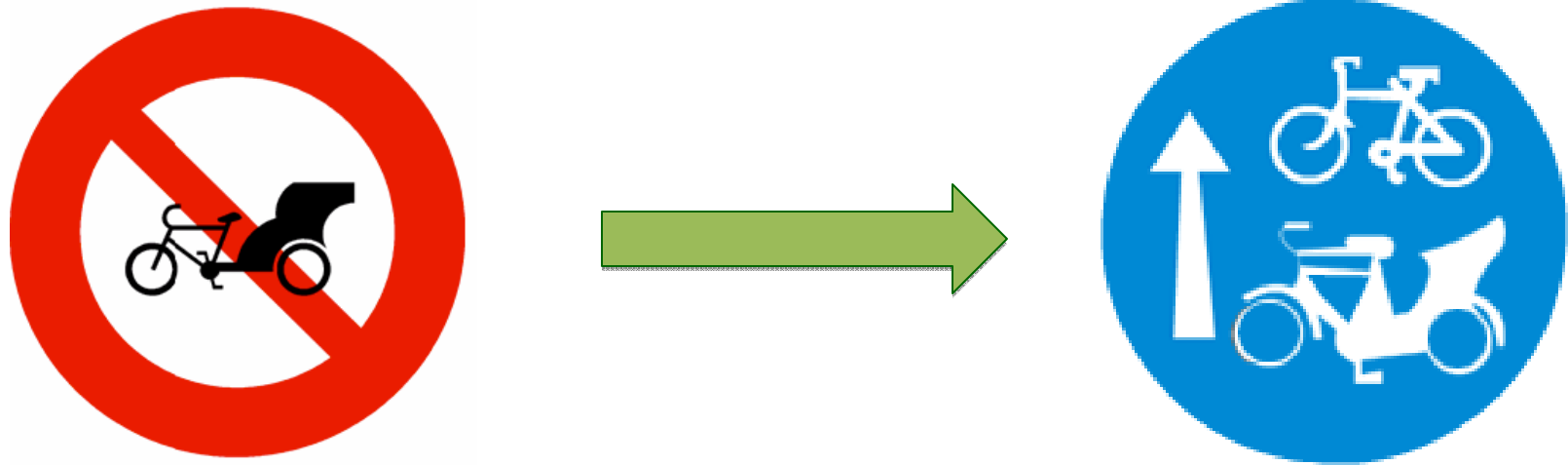
Conferred this

Award for Excellence

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in the 4th Urban Mobility India - Conference cum Expo
New Delhi

(Sudhir Krishna)
Secretary, Govt. of India
Ministry of Urban Development



Carbon Footprints, Financing and Rickshaw Acts

POLICY LEVEL INTERVENTIONS

Policy Level Interventions - The Punjab Cycle Rickshaw Act -1976

Existing Cycle Rickshaw Act	Proposed Amendments in Ecocabs Act
Upper Age Limit for Traction Man 45 Years	No Upper Age Limit, Like Motor Vehicle Act, Purely based upon the Physical Fitness Parameter of Traction Man
Licensing System	One Time Registration instead of Licensing, Like Motor Vehicles- Fee Can be deposited for Yearly basis.
Renting of Rickshaw is Not Allowed	Renting is allowed with upper ceiling limits for fleet. This will encourage investment in this sector.
Outdoor Publicity Banned	5 Sqft Area on Ecocabs (Sides and Backs) is allowed /created for Advertisement to Generate More Revenue for Traction
Enforcement – Confiscation/Heavy Fines	Ecocabs Management Committees to Implement Enforcement Mechanism.
Complicated Registration Procedure	Single Door Clearance System/Outsourcing



Thank you

