



an auto-rickshaw entrepreneurship summit



**When: February 10<sup>th</sup>, 2012 (10:30 AM to 5:30 PM)**

**Venue: 6<sup>th</sup> Floor Banquet Hall, The Paradise by Tunga, MIDC,  
Andheri (E), Mumbai 400093**

# Rickshaw Rising – An Auto-rickshaw Entrepreneurship Summit

## Opportunity

Auto-rickshaw services in Indian cities are predominantly unorganized in nature, wherein services are provided by individual owners/operators competing against each other for the passenger market. This structure, coupled with improper governance, has created significant problems for drivers/passengers, and resulted in negative externalities in the economic, environmental, and social realms. Given that the unorganized structure is a major contributor to the problems afflicting this sector, the opportunity to address these problems lies in the promotion of organized fleet services. Fleet-based auto-rickshaw services can bring notable benefits such as i) brand image, ii) fleet management, iii) introduction of technology to provide dial-a-rickshaw (DAR) services, iv) improvements in operational efficiencies through fleet management, and v) employment benefits to drivers (insurance and advertising revenues).

## Way Forward

Given the size of the auto-rickshaw market in Indian cities, scaling-up of entrepreneur-driven fleet auto-rickshaw services would be important to realize the potential of these services to bring positive change in the auto-rickshaw sector. In addition to the business case, highlighting the “green” (social/environmental) benefits of fleet services provides the biggest opportunity to attract social investors.

- *Environmental benefits:* Fleet-based DAR services can help mitigate environmental impacts of auto-rickshaws through improvements in operational efficiencies (reduction of avoidable emissions from empty trips<sup>1</sup> by linking supply to demand) and fleet maintenance programs.
- *Social benefits for auto-rickshaw drivers:* Provision of fleet-based DAR services can improve the socio-economic condition of drivers by providing them with access to employment benefits, and additional revenue sources such as advertising.
- *Social benefits for passengers:* Social equity by way of accessible and affordable transportation choices for elderly, women, disabled, and children is a core aspect of promoting sustainable transport services. Fleet DAR services can help meet this goal by providing household access to auto-rickshaws through centralized calling facilities.

## Entrepreneurship Summit

Recognizing the importance of promoting green entrepreneurship in the auto-rickshaw sector in Indian cities, EMBARQ India will be organizing an entrepreneurship summit on February 10<sup>th</sup>, 2012 in Mumbai. This summit is planned to serve as the platform for discussions between entrepreneurs, investors, experts and regulators/decision makers on the challenges and opportunities in promoting green entrepreneurs, forging future partnerships between investors and entrepreneurs, and creating the enabling regulatory and policy environment to initiate and scale-up such services that can achieve triple-bottom line benefits in this important urban transport sector in Indian cities.

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<sup>1</sup> Research conducted by EMBARQ India shows that empty trips in cities can account for up to 25% of total daily trips, providing a significant opportunity to address these excess emissions.

## Program Agenda

S.No.	Topic	Presenters/Participants	Timeslot
1.	Registration		10:30 AM – 11:00 AM
2.	Introduction and presentation of agenda	<ul style="list-style-type: none"> <li>EMBARQ India, Rockefeller Foundation</li> </ul>	11:00 AM – 11:15 AM
3.	Entrepreneurship initiatives in the auto-rickshaw sector: <ul style="list-style-type: none"> <li>What are the various business models and technology applications</li> <li>What are their social/environmental impacts?</li> <li>What are the future scaling up opportunities?</li> <li>What are the key challenges facing entrepreneurs? (funding, mentorship, regulation/policy)</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurs in the auto-rickshaw sector in India               <ul style="list-style-type: none"> <li>Nirmal Kumar, G-Auto</li> <li>Ramesh Prabhu, Three-wheels United (TWU)</li> <li>Hemant Jain, Rickshawale</li> <li>Padmasree Harish, EasyAuto</li> <li>Gaurav Bisht, Radio Tuk-Tuk</li> <li>Gopi, Ay Auto</li> </ul> </li> </ul>	11:15 AM – 1:15 PM
4.	Lunch		1:15 PM – 2:15 PM
5.	Regulatory/policy perspectives to promote fleet businesses in the auto-rickshaw sector	<ul style="list-style-type: none"> <li>EMBARQ India presentation on regulatory/policy framework for the auto-rickshaw sector</li> <li>Regulatory perspectives from government representatives               <ul style="list-style-type: none"> <li>Joint Transport Commissioner, Government of Maharashtra</li> </ul> </li> </ul>	2:15 PM – 3:00 PM
6.	Entrepreneurship learnings <ul style="list-style-type: none"> <li>From the Taxi and other (cycle rickshaw) industries in India</li> <li>International experience</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurs in the taxi and other sectors               <ul style="list-style-type: none"> <li>Neeraj Gupta, MERU Cabs</li> <li>Navdeep Asija, Fazilka Eco-cabs</li> </ul> </li> <li>Susan Zielinski (international)</li> </ul>	3:00 – 4:00 PM
7.	Break		4:00 PM – 4:15 PM
8.	Investor perspectives (panel discussion) Key discussion topics: <ul style="list-style-type: none"> <li>What are investors looking for from such ventures</li> <li>What are the key drivers for new initiatives, and scale-up strategies for existing initiatives</li> <li>What are the current barriers that need to be eliminated</li> </ul>	<ul style="list-style-type: none"> <li>Social/impact investors interested in this space</li> </ul>	4:15 PM – 5:15 PM
9.	Concluding remarks	EMBARQ India	5:15 PM – 5:30 PM