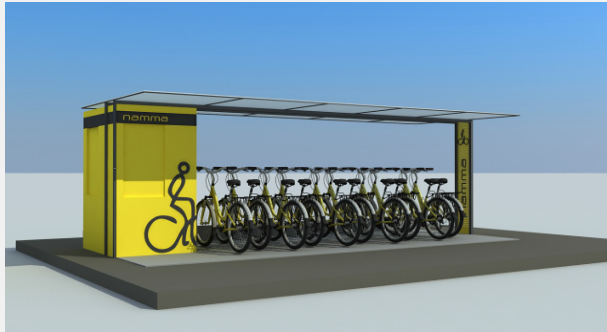


# Namma Cycle



# Namma Cycle

- Namma Cycle was started by Ride A Cycle Foundation at Indian Institute of Science with 150 cycles in partnership with Center For Sustainable Transport and Urban Planning, IISc Bangalore, Gubbi Labs, EMBARQ with sponsorship from TI Cycles and Sigma Aldrich.
- Namma Cycle has completed 2 years in operation and has completed 24,000 trips successfully.
- Initial Funding for the pilot was sponsored by BBMP – Bangalore Municipality for experimenting with Bicycle Sharing.

# Benefits Of Cycling

BIKES ARE  
CONVENIENT +  
SAFE +  
EASY TO PARK +  
LOW COST +  
LOW NOISE +  
BETTER FOR YOUR  
HEALTH  
= GIVING YOU A HIGHER  
QUALITY OF LIFE

# Example



## **VELIB Cycle Hire PARIS**

**Stations** 1230

**Bicycles** 14,000



## **Barclays Cycle Hire LONDON**

**Stations** 720

**Bicycles** 10,000

# Namma Cycle

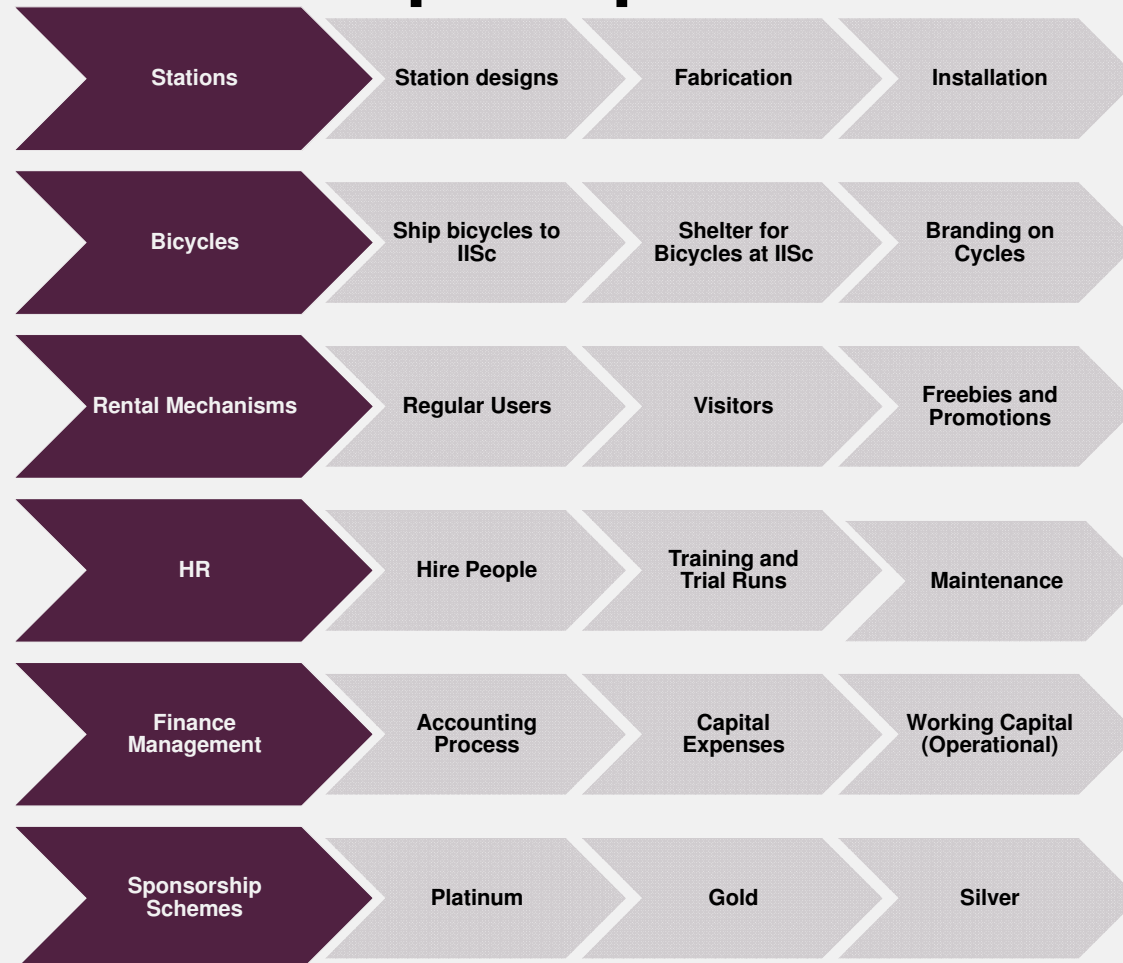


**CiSTUP**

Center for Infrastructure, Sustainable Transport and  
Urban Planning, Indian Institute of Science, Bangalore, INDIA



# Start-up Operations





# STATION MAP

CISTUP  
Hostel  
Aero Space  
Main Gate  
Janata Bazaar  
Open between  
8:45AM - 6:00PM



# Green City – Happy Heart Sutra

## HOW DOES IT WORK?



### SIGN IN

User registers online at [www.nammacycle.in](http://www.nammacycle.in) or at a registration desk and receives an ID. Upon paying a nominal subscription charge, the user is ready to rent a cycle.



### SELECT

On producing the Namma Cycle ID, the node manager issues a cycle and starts a trip.



### RIDE

User rides the bicycle to the desired destination



### RETURN

On completing the trip, user returns the bicycle to the nearest station and the node manager ends the transaction. The first half hour of every trip is free. Trips exceeding 30 minutes are charged by the hour.



# Progress

24,000 Trips

- Increasing trend over the last 6 months

Over 500 regular users and 40% of trips by visitors

- Equally popular with Members and Visitors

Sharing v/s Renting

- 60% of the trips completed within 30 minutes

Rs. 1,70,000 revenue

- 50% each from usage and subscriptions

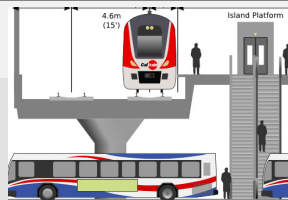
36,000 km covered

\*4.2 tonne of CO2 emissions prevented (Sic for calculation : CSE Report - [http://www.cseindia.org/userfiles/May\\_2009.pdf](http://www.cseindia.org/userfiles/May_2009.pdf) Petrol cars 223gm/km) \*

# Next Steps

- We plan to start a Bicycle Sharing System in Bangalore with 1000 cycles and 50 stations.

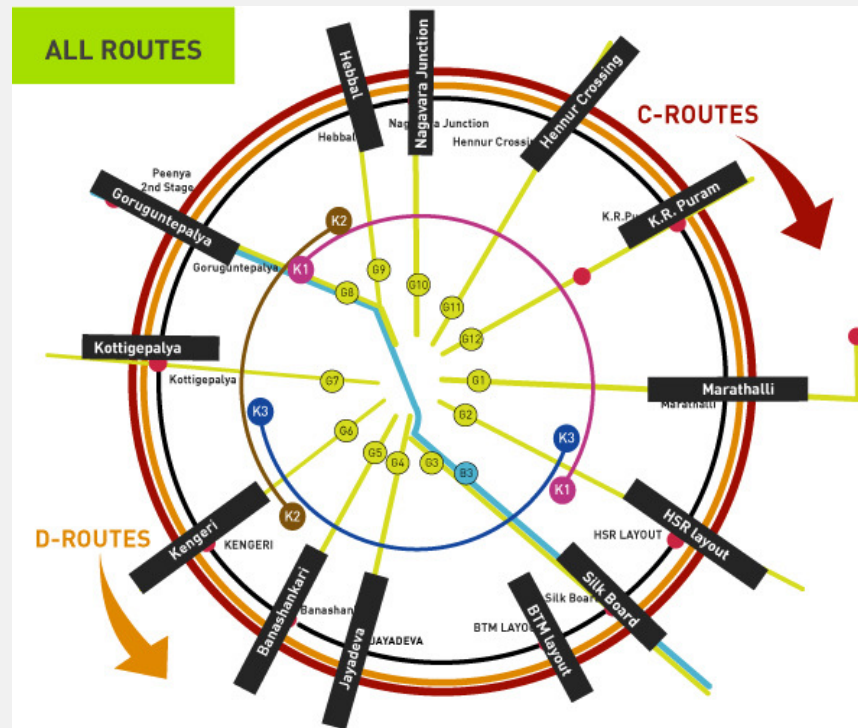
# Challenge



## Last Mile Connectivity

There does not exist any connectivity from the existing Bus stand to the Residential Areas or from the existing Metro Station to the Residential Areas. Metro Runs in the periphery of the Jayanagar Neighborhood.

# Challenge



## Intra City Connectivity

Public Transport System Connects to different neighbourhoods, there does not exist a transport system for connecting the neighbourhood with surrounding areas. Neighbourhood commute is a challenge.

# Solution



The limited supply and coverage of public transport in urban areas has led to people embrace personalised motorised transport, which in turn has resulted in increased - congestion along transportation networks; travel times; carbon emissions and a host of such negative externalities.

Easy, safe and convenient commuting has until now taken a back-seat in most development plans and projects that caters to urban transport barring only a few. The fuel prices are spiralling out of control with the consequent degradation of environment.

## Conclusion

The success of the bike sharing systems elsewhere proves that this system has ample scope and opportunity to emerge as an innovative and alternative urban mobility solution, especially in select neighbourhoods of Bangalore, India.

# Example



## China LEADING THE WORLD IN BICYCLE SHARING SYSTEM



China is leading the world in having Bicycle Sharing Systems – 129 CITIES

# Goals & Vision

## MAKE JAYANAGAR SMART GREEN HEALTHY CONVENIENT AND COMFORTABLE CITY



### SMART

Be the First City to Innovate and being Smart with low cost , high technology systems.



### ECONOMIC

Cost of travelling in Para Transport for a distance of 2 km is around 20-30 Rs within Jayanagar. **We aim to reduce this to 2 Rs.**



### FAST MOBILITY

Reduce Mobility Time from **30 Minutes to 10 Minutes** to cover 1 Km in Jayanagar.



### GREEN

Current Emission of Co2 quite significant by two wheelers. Our aim is to reduce this by at least 50% and move the two wheeler population into Public Transport Systems.



### HEALTHY

Diabetes Population is highest in Bangalore. We aim to bring cycling as a culture and reduce the life style diseases like heart diseases, obesity and diabetes in the youth.



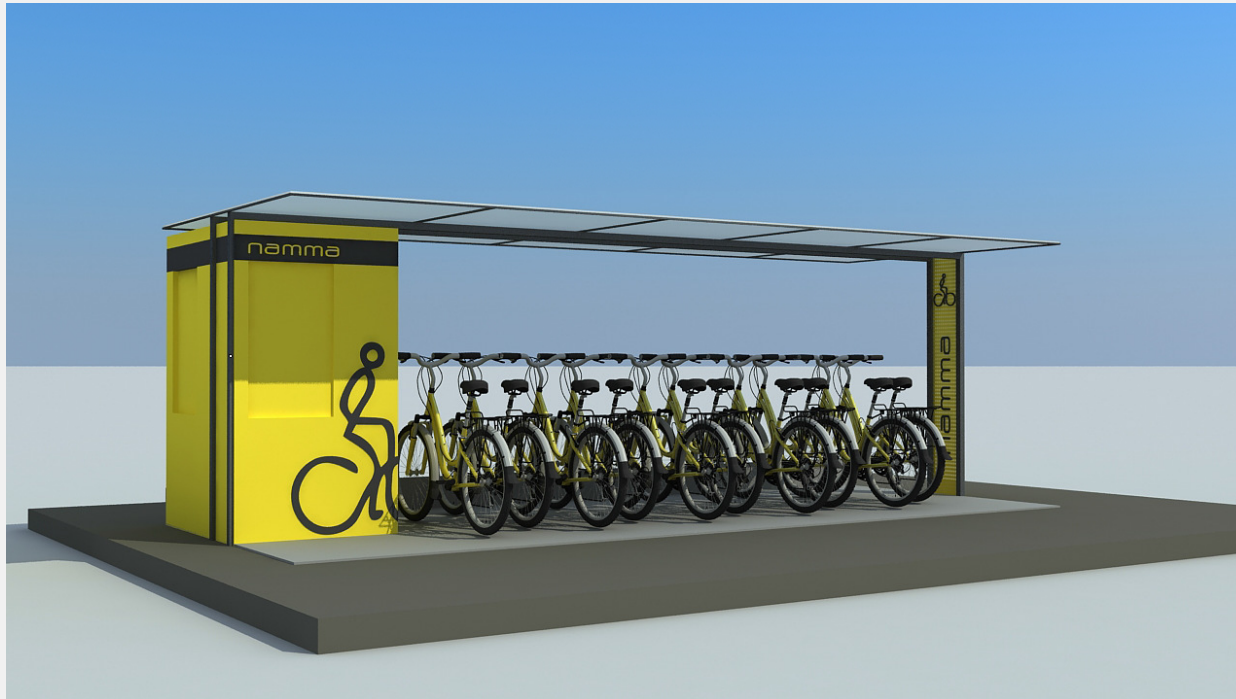
### CONVENIENT

The Existing Systems including Autos do not assist the user to reach his home and demand him to arrive and depart at some critical points. We aim to make his journey comfortable by providing last mile connectivity.



# Bicycle Station Look & Feel

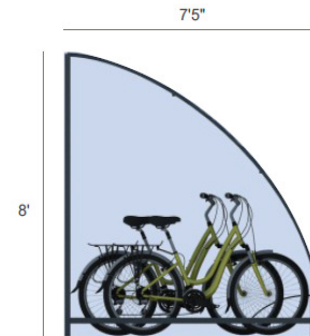
## SAMPLE BICYCLE STATION



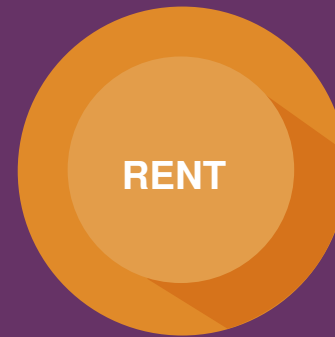
# Bicycle Station Branding Space

## SPACE FOR BRAND PROMOTION

DETAILS



# Rental Process



REGISTRATION  
USER REGISTERS –  
ONLINE/OFFLINE

PAY SUBSCRIPTION  
USER SUBSCRIBES  
FOR 100 or 500 FOR  
SIX MONTHS

RENT  
RENT CYCLE @ ANY  
STATION

RETURN  
CYCLE @ ANY  
STATION

# Technology



- NFC ENABLED MOBILE PHONE FOR TRACKING CYCLES.
- NFC TAGGED CYCLES.
- BACK END RUNNING ON CLOUD.

# Operations Process

## REGISTRATION

On registration the customer gets a NFC card with a unique ID.

## SUBSCRIPTION

Customer pays 100 or 500 Rs to charge the card.

## RENTAL

He takes the cycle from one point to another point.

Station Manager rents by swiping the card and cycle to his NFC phone

A Station Manager collects the bicycle and ends the transaction using Phone

The currency is deducted for the usage hours from the card

All Transactions recorded on the Server at the back end.

From station to station. Take. Ride. Return.



# Our Advantages

Academic & Cultural  
Hub of Bangalore



Located at the core of  
the city



Hub to Global  
Visionaries

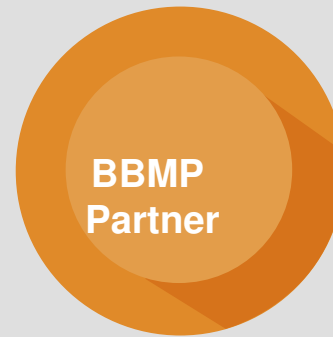
# Collaboration model



All Local Businesses  
And Communities



Bank Partner  
Cloud Partner  
Mobile Partner  
Cycle Partner



City Partner



Pratian Systems  
Gubbi Labs



# Partners for Collaboration

## Banking Partner

- Provide Banking Support

## Cloud Partner

- Provide Cloud Support

## Mobile Service Provider Partnership

- Provide Mobile Service and Connections for the Cycle Rentals.

## Mobile HandSet Partner

- Mobile Handphone Support

## Health Partner

- Health for Cycle Riders

## BBMP

- Provide Space for Cycle Station
- Concession and Exemption on Advertisement
- Setup Station @ 15 Places

# Clean Air Campaign

CLEAN INDIA CAMPAIGN



CLEAN AIR CAMPAIGN



# Contact

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