

A blurred background image of a city street. In the center, a yellow taxi cab is visible, moving from left to right. The background is filled with other vehicles and city lights, creating a sense of motion and urban activity. The overall color palette is dominated by the yellow of the taxi and the various colors of the city lights.

**PARATRANSIT / POPULAR  
TRANSPORTATION**

**DAY**

**Transforming Transportation 2024**

**SESSION TWO:**  
**Case Studies in Improving and Decarbonizing  
Popular Transportation**

**Paratransit / Popular Transportation Day**  
at Transforming Transportation 2024

Thursday, March 21, 2024

**SESSION TWO | Paratransit / Popular Transportation Day:  
Case Studies in Improving and Decarbonizing Popular Transportation**

# **Informal and Shared Mobility (ISM) in India: Linking Research and Policy Actions**

**Dr. Rutul Joshi, Sr.**

Associate Professor, CEPT University

Thursday, March 21, 2024 | World Bank Headquarters, Washington D.C.

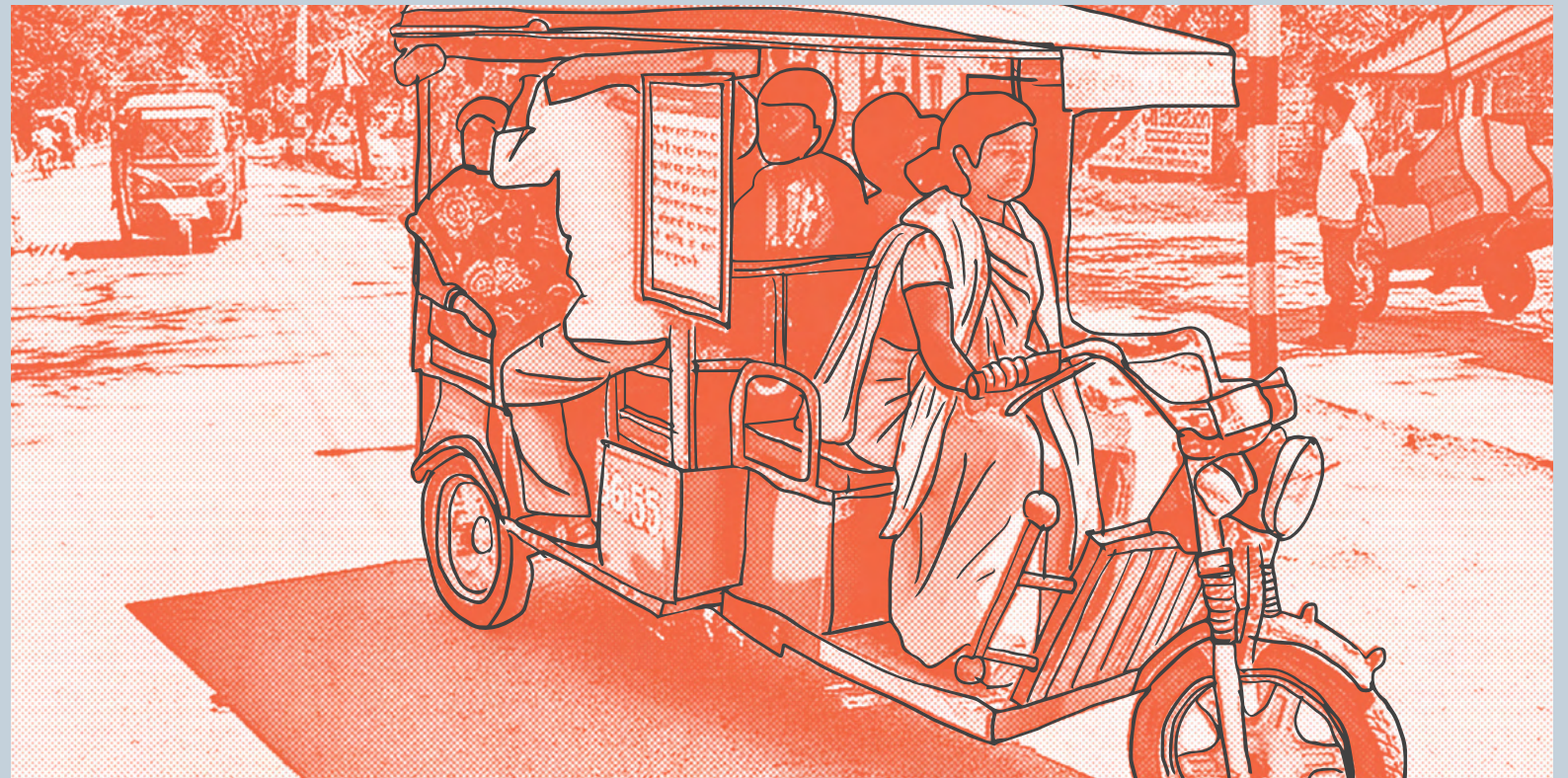
# Informal and Shared Mobility in India: Linking Research and Policy Actions

**Rutul Joshi, PhD**

CEPT University

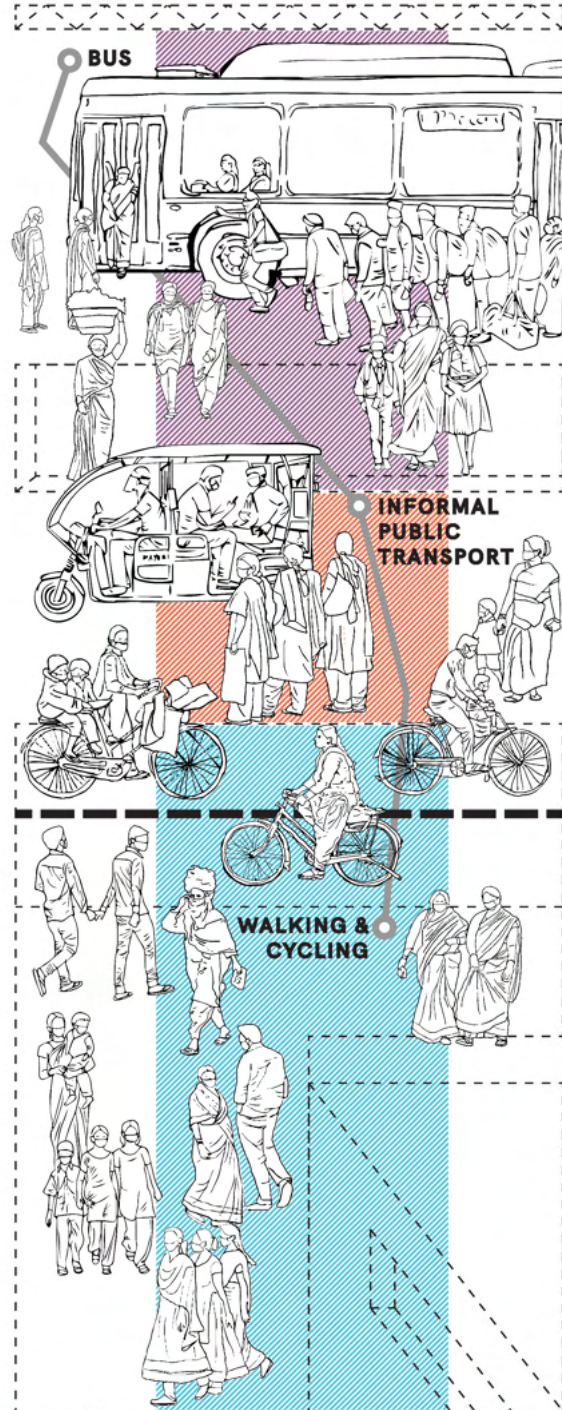
March 2024

[rutul.joshi@cept.ac.in](mailto:rutul.joshi@cept.ac.in)



# MOVING AHEAD : URBAN MOBILITY REFORMS FOR POST-COVID RESILIENCE IN INDIA

Rutul Joshi  
Sonal Shah  
Pranjali Deshpande  
Prasanth. N  
Vishnu M.J



## Informal and Shared Mobility: Status and Opportunities in India

Rutul Joshi, Pranjali Deshpande, Subhasish Borah, Manisha Sharma





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मॉन्जिनीज monginis  
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होटल सरोज  
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HOTEL SAROJ &  
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VGS  
BOOK  
STATIONARY  
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GIFT  
VARIETY  
GENERAL STORE

डीलक्स  
DELUXE  
ELECTRIC & HARDWARE STORES  
सिंघरिया और एलेक्ट्रिकल स्टोर  
GST NO. 37AANP2147AE12P  
L-1022, SHAKA, BHA, CHAKRA, BHIL, DISTRICT BHA, VARANASI, U.P. INDIA

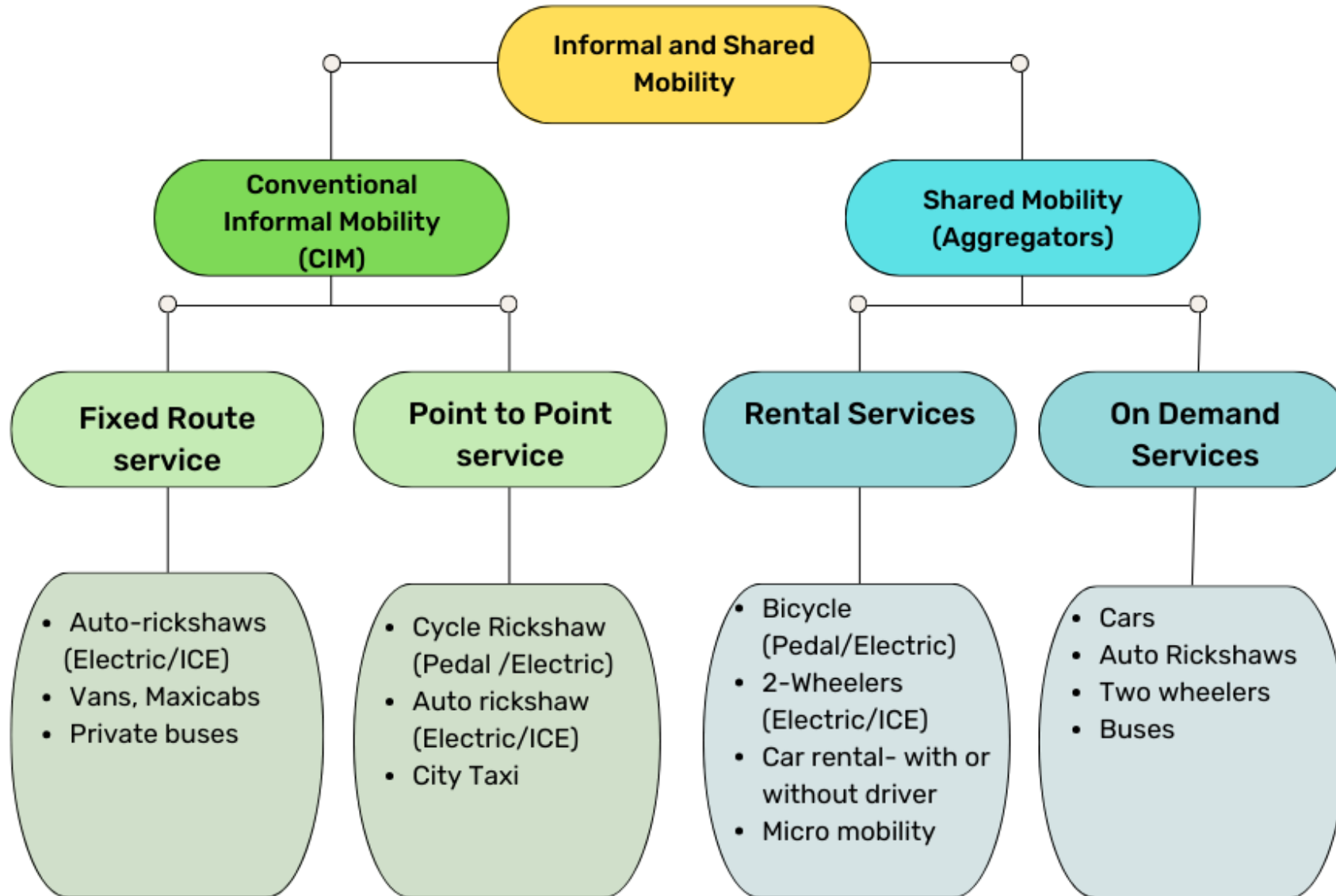
लक्ष्मी डेरी

फूटसी  
द क्रेक शॉप

WALL'S  
मन्चिस



# Informal and Shared Mobility





# Informal and Shared Mobility – why together?

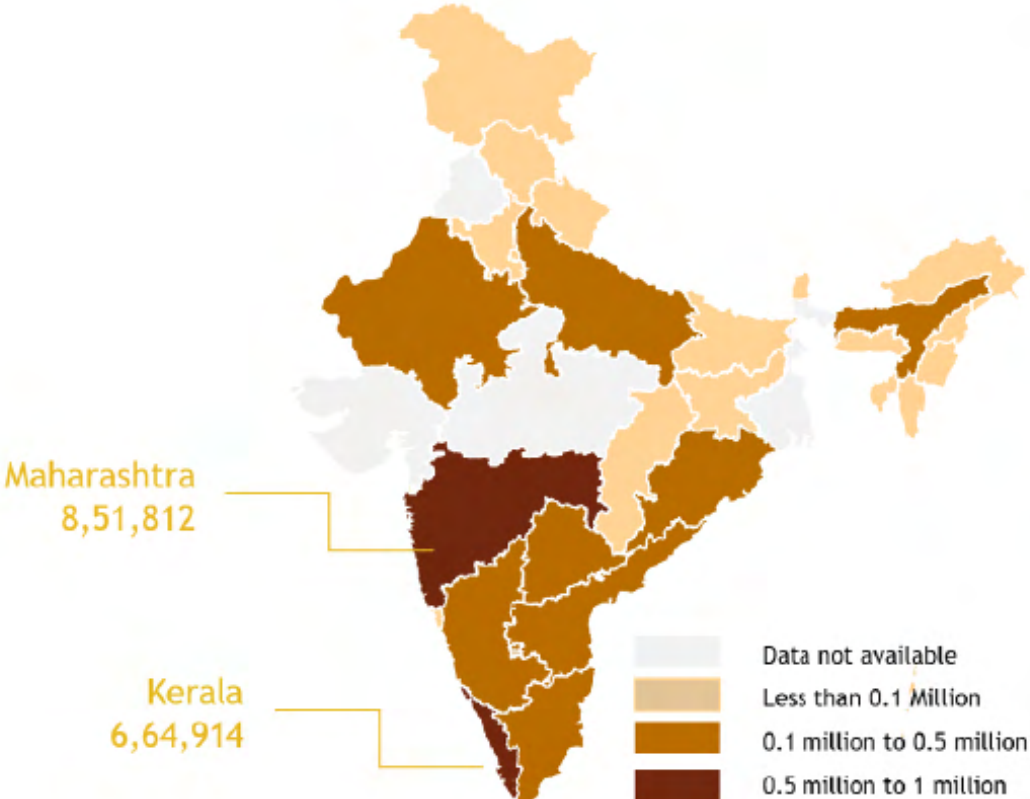
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Informal and Shared Mobility (ISM) is an **umbrella term** encompassing a **diverse range of mobility options** characterized by **informal and semi-formal regulatory nature** and the **sharing of vehicles or services** among multiple commuters in urban and peri-urban areas in India.

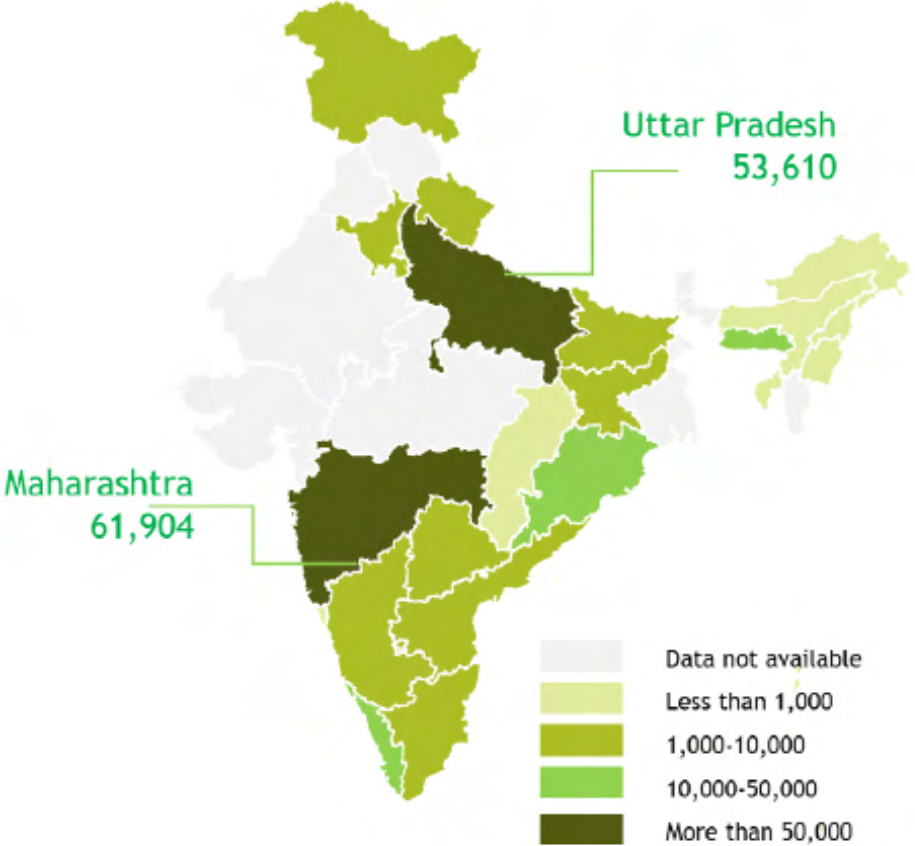
Not just the gap-fillers but primary mode in many cases...

# ISM with contract carriage permits

Auto Rickshaws with valid permit as on 31 March 2018



Taxis with valid permit as on 31 March 2018



Source: MoRTH 2019

# Informal and Shared Mobility in India

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- As 'service providers'
  - As 'nuisance'
  - As 'partners'
- 
- Regulatory dilemma – how to ensure better service, safety, and efficiency without exploitation, abuse or disruptions?

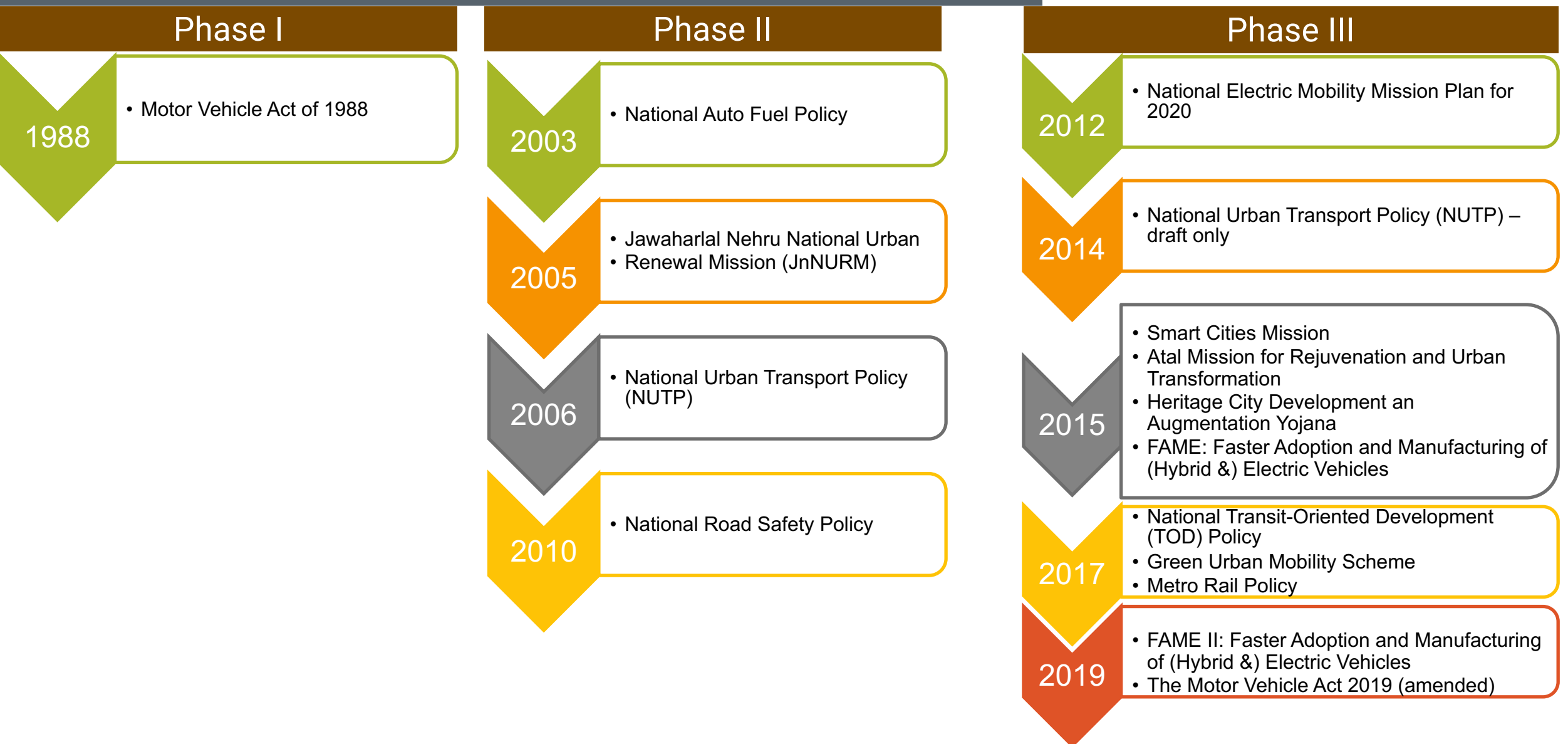
# Aggregators: Market share

Aggregator	Started In	Services	Geographical Coverage – Cities (2022)	Market Share (2022)
<b>All modes available</b>				
Ola	2010	Cabs (shared & rental), auto-rickshaw, two-wheeler taxi	75 (Tier 1 & 2)	41%
Uber	2013	Cabs (shared & rental), auto-rickshaw, two-wheeler taxi	100 (Tier 1 & 2)	37%
<b>Cabs – Shared &amp; Rental</b>				
Meru	2006	Cabs (shared & rental)	24 (Tier 1 & 2)	22%
BluSmart	2019	Cabs (shared & rental)	10 (Tier 1 & 2)	
Quick Ride		Cabs (shared & rental), carpooling	9 (Tier 1)	
Lyft	2021	Cabs & bike taxi	West Bengal	
<b>Bike, taxi and auto-rickshaw</b>				
Rapido	2015	Auto-rickshaw, two-wheeler taxi	Bike taxi: 100 Auto: 26	
Jugnoo	2014	Cabs (shared) & auto-rickshaw	30	























Predominant Aggregators in Indian Cities

Source: Market share data from Anupam (2023); geographical coverage data from the websites of respective aggregators for 2022.

# Policy overview in India



# City level policy actions

ACTIONS		TIME - PERIOD			
		0-6 m	6 m- 1 yr	1-3 yrs	>3 yrs
<b>Set up a 'Mobility Department' at the city level</b>					
1	 State Government directs cities to work on IPT reforms				
2	 ULB sets up a 'Transport Committee'				
3	 Transport committee sets up a 'Mobility department'				
<b>Acknowledge the role of IPT</b>					
1	 <b>Bring statutory reforms:</b> Mobility department facilitates the formation of IPT co-operative society				
2	 <b>Identify other aligned objectives:</b> Mobility department identifies long term objectives				
<b>Generate Political Will for investing in IPT</b>					
1	 Mobility department makes a case to support IPT reforms				
<b>Conduct Social Impact assessment</b>					
1	 Prepare gender equity and social inclusion plan				
2	 Prepare a Communications and Outreach plan				
<b>Prepare IPT modernisation plan</b>					
1	 Create a Detailed Project Report (DPR) on the Transition				
<b>Implementation of the DPR</b>					
1	 DPR implementation				

LEGEND :  Preparation  Preparation + Implementation  Implementation

# Gaps in existing research

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- Limited Data and research
- Comprehensive data – fleet, operations, routes, frequency
- Understanding of user behavior
- Attention to social equity and gender
- Attention to technological innovations
- Focus on sustainability – life-cycle analysis, social impact analysis

# Gaps in policy

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- Regulation and formalization
- Investment and support
- Inclusive planning and decision-making
- Skill development and training
- Social security and livelihoods
- Attention to innovation potential
- Connecting to local contexts
- Monitoring and evaluation
- Inadequate charging infrastructure for e-informal modes
- Customization and adaptation incentives



# Opportunities

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- Digital aggregators – Shared mobility services are an opportunity to improve informal services.
- Electric mobility – upscaling and improving the informal transport services.

Thank You

# **PARATRANSIT / POPULAR TRANSPORTATION DAY 2024**

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**the Africa Transport Program (SSATP)**  
**Center for Sustainable Urban Development at Columbia's Climate School (CSUD)**  
**UNFCCC Climate Champions (CCT)**  
**Digital Transportation for Africa (DT4A)**  
**Global Network for Popular Transportation (GNPT)**  
**International Transport Forum (ITF)**  
**International Transport Workers Federation (ITWF)**  
**Shared-Use Mobility Center (SUMC)**  
**Volvo Educational and Research Foundations (VREF)**  
**the World Bank (WB)**  
**and WRI Ross Center for Sustainable Cities (WRI)**