

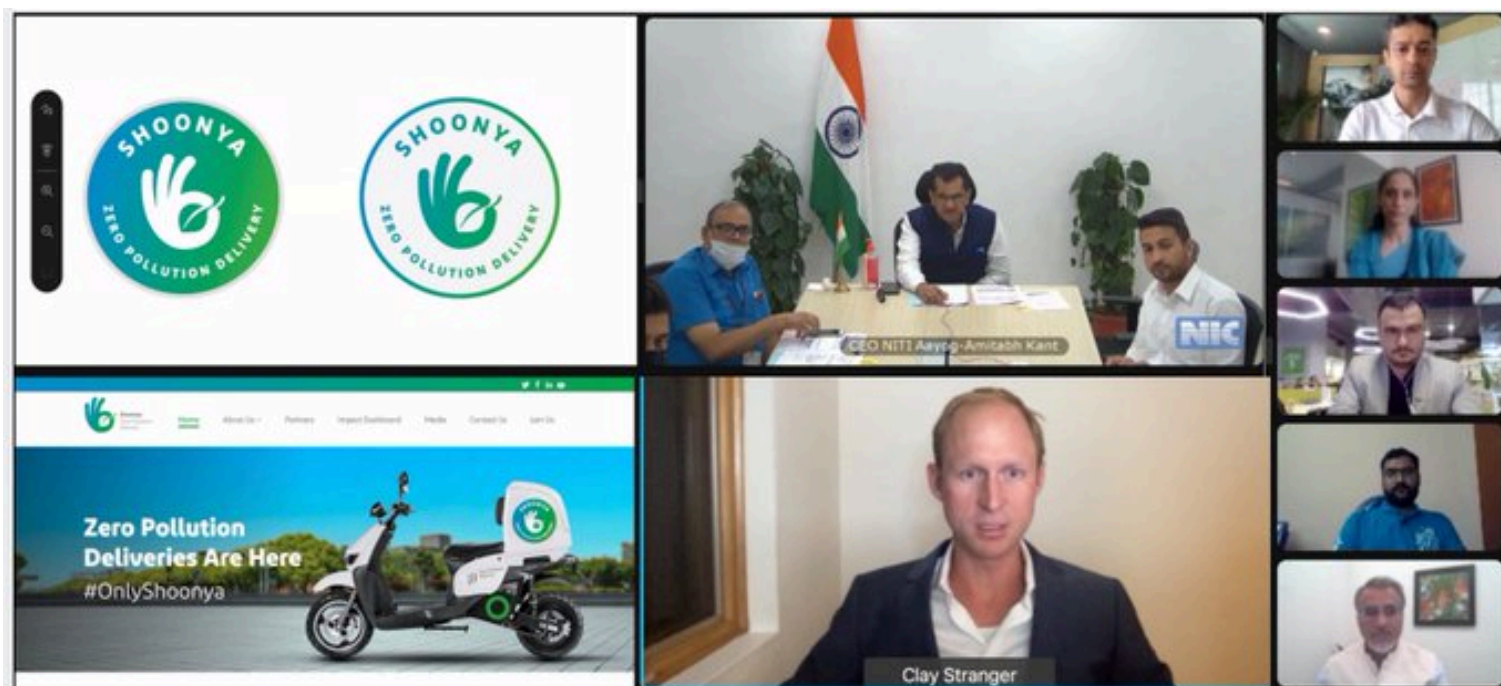
## Shoonya Campaign

By IAS Toppers | 2021-09-16 17:40:00



## Shoonya Campaign

NITI Aayog, with RMI and RMI India's support, launched **Shoonya**— an initiative to promote zero-pollution delivery vehicles by working with consumers and industry.



[Ref: Twitter- Shoonya India]

- **Aim:** To accelerate **adoption of electric vehicles (EVs)** in the urban deliveries segment and create consumer awareness about the benefits of zero-pollution delivery.
- As part of the campaign, **a corporate branding and certification programme** is being launched to recognise and promote industry's efforts towards transitioning to EVs for final-mile deliveries.
- An **online tracking platform** will share the campaign's impact through data such as vehicle kilometers electrified, carbon savings, criteria pollutant savings and other benefits from clean delivery vehicles.
- EVs emit **no tailpipe emissions**, which can contribute immensely to an improved air quality.
- They emit 15-40 percent less CO<sub>2</sub> in their manufacturing compared to their internal combustion engine counterparts and have lower operational cost.

### **Key Facts:**

- Urban freight vehicles account for **10 percent of freight transportation-related CO<sub>2</sub> emissions** in India, and these emissions are expected to grow by **114 percent by 2030**.