COVID GREEN LABEL

PRESENTED AT THE

1st Urbanlogue Session

WORLD BANK GROUP

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NEED FOR A COVID GREEN LABEL

WHAT IS COVID GREEN LABEL?

COVID GREEN LABEL is a voluntary certifying process for which the transport body will have to meet certain criteria to be eligible to receive the label.

It is modelled around the criteria covered in the various SOPs.

NEED FOR A COVID GREEN LABEL?

- To renew confidence amongst the commuters who'd be wary to use public transportation – to stop the shift to private modes of transportation

- Showing robust preparedness and timely implementation of safety measures will place transport bodies in a better position to attract financial support

- Create transparency for the crew to know that the transport body is doing all it can for their well-being

FEAR IS A VIRUS
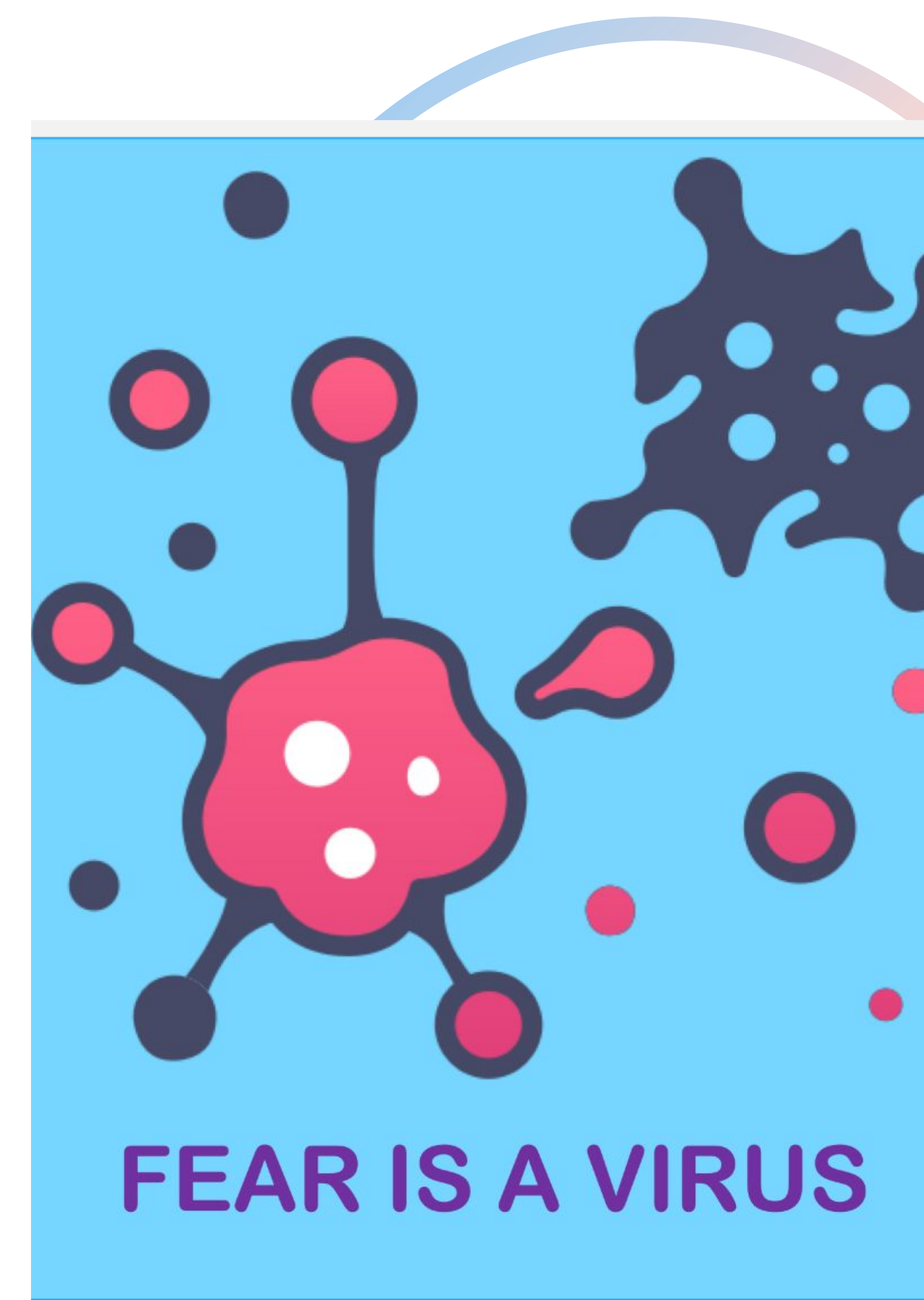
FOCUS SECTORS

PUBLIC TRANSPORTATION

Government and Private run buses

INTERMEDIATE PUBLIC TRANSPORT

Auto-rickshaws and similar shared services

APP BASED TAXI OPERATORS
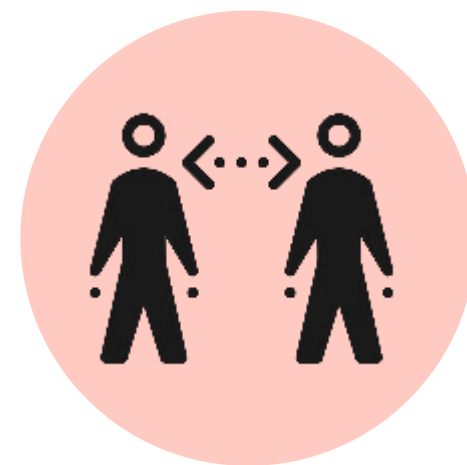
Taxis under tech aggregators

AREAS COVERED

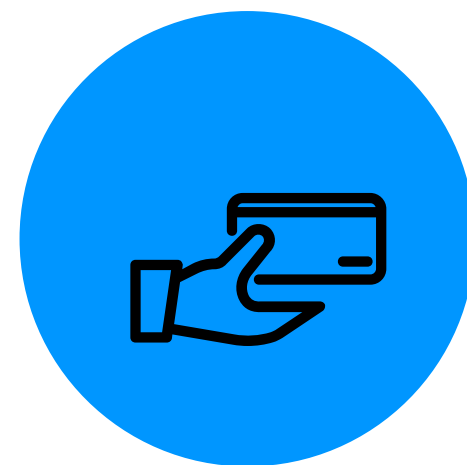Forming of a dedicated multi-department work force
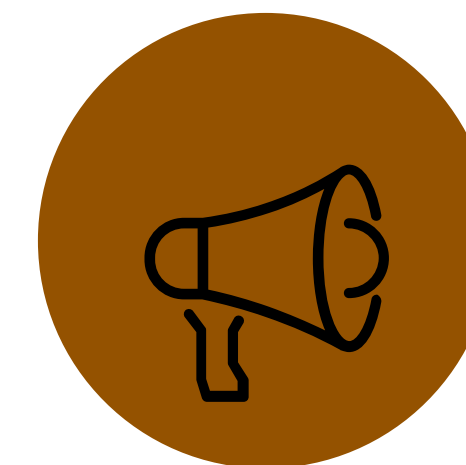
Effective Training Sessions

Maintaining Cleanliness and Hygiene

Ensuring Physical Distancing

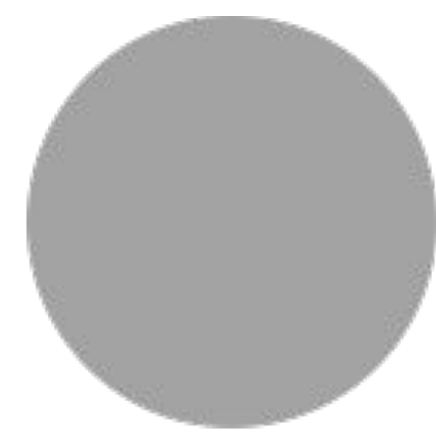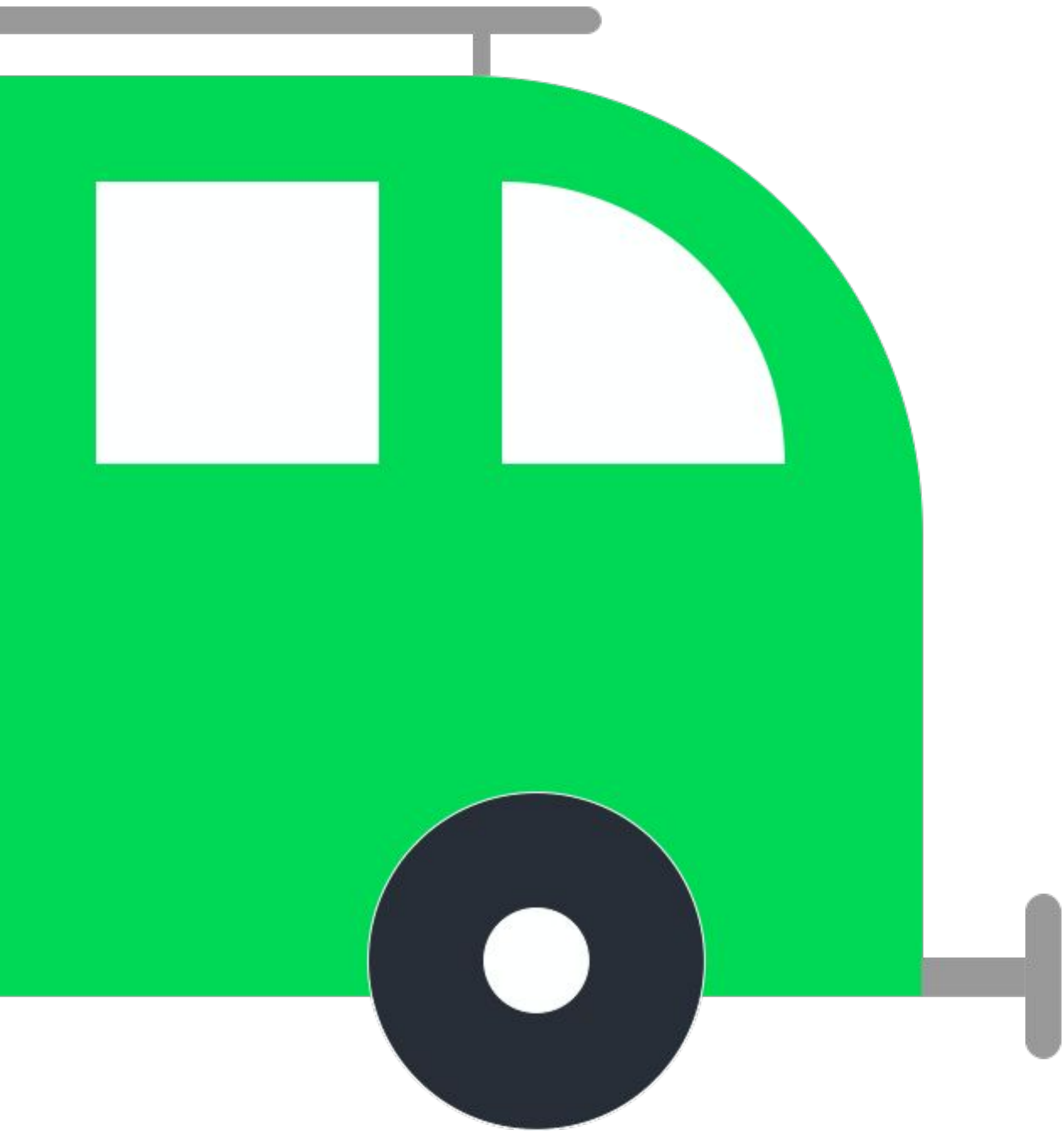Implementing Cash-less Ticketing

Designing a functional Communication Strategy

COVID GREEN LABEL – APPROACH

Prepare
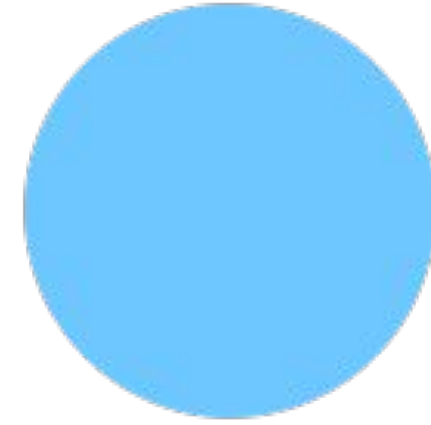
Certify

Monitor

Rebuild Trust

Reward
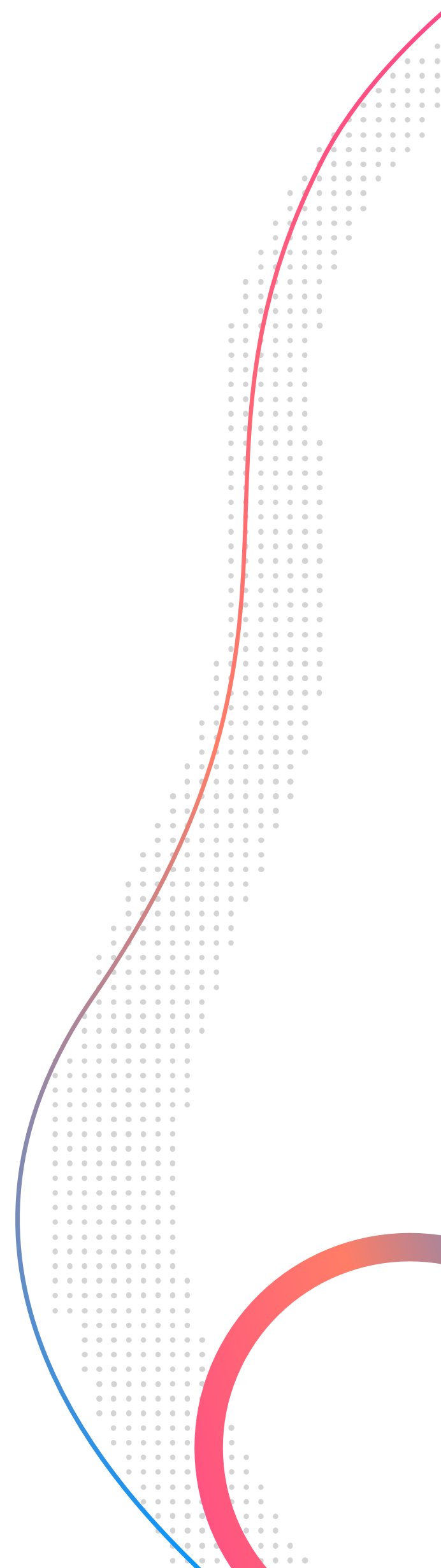
COVID GREEN LABEL – APPROACH – STEP ONE

1. PREPARE

Follow Standard Operating Procedures

SOP

- The three sectors will be provided with SOPs containing best practices from across the world specific to Indian requirements.

- This will help them create/ modify a SOP to suit the requirements of their cities.

- Help could also be provided in creating training modules to ensure the personnel involved receive training unique to the roles they play.

COVID GREEN LABEL – APPROACH – STEP TWO

2. CERTIFY

Operators in each sector will be evaluated on the parameters mentioned earlier, before being awarded the Green Label. This includes showing evidence of having put in place institutional arrangements, a system and resources.

Each of the parameters will be given weightage and scoring will be done based on meeting these critical requirements on the basis of which a pass/fail score will be established.

COVID GREEN LABEL – APPROACH – STEPS THREE TO FIVE

3. MONITOR

The COVID Green Label will need to be renewed fortnightly. While self-certification via an app on a daily basis should be carried out, monitoring will also be done by members of external organizations

4. REBUILD TRUST

The Green Label certification will help rebuild the trust into choosing Public Transport/IPT over other personal modes. A digital platform will be established for users to raise concerns over COVID Green Label operators.
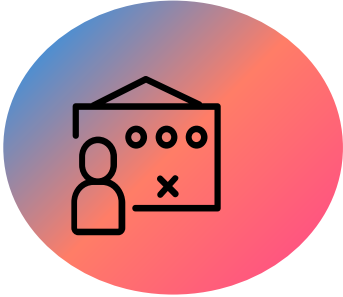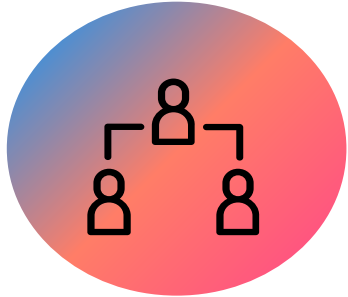
5. REWARD

Transport Operators who are well prepared to handle the crisis and who execute the plan systematically are in a better position to attract funds for continuing operations and for future mobility projects.

POTENTIAL CERTIFYING & MONITORING AUTHORITIES

Certifying ✓   Monitoring ✓

	Public Transport - Govt	Public Transport - Private	IPT	App based taxi services
Public Health Department	✓ (Certifying & Monitoring)	✓ (Certifying & Monitoring)	✓ (Certifying & Monitoring)	✓ (Certifying & Monitoring)
Regional Transport Office/ Pollution Control Board	✓ (Certifying & Monitoring)	✓ (Certifying & Monitoring)	✓ (Certifying & Monitoring)	✓ (Certifying & Monitoring)
PBO Association at City level through third party		✓ (Certifying & Monitoring)		
Office of the District Magistrate/ Collector	✓ (Certifying & Monitoring)	✓ (Certifying & Monitoring)	✓ (Certifying & Monitoring)	✓ (Certifying & Monitoring)
Petrol Pumps		✓ (Monitoring)	✓ (Monitoring)	✓ (Monitoring)
Ticket Checkers	✓ (Monitoring)			
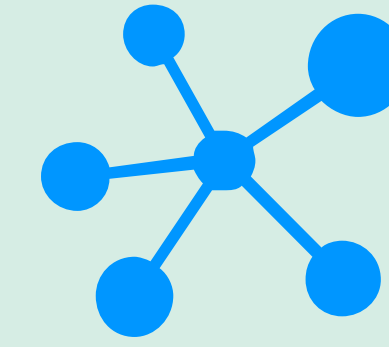
SHIFT TO DIGITAL TICKETING

FOCUS AREA

WHY SHIFT? – IMMEDIATE REQUIREMENT
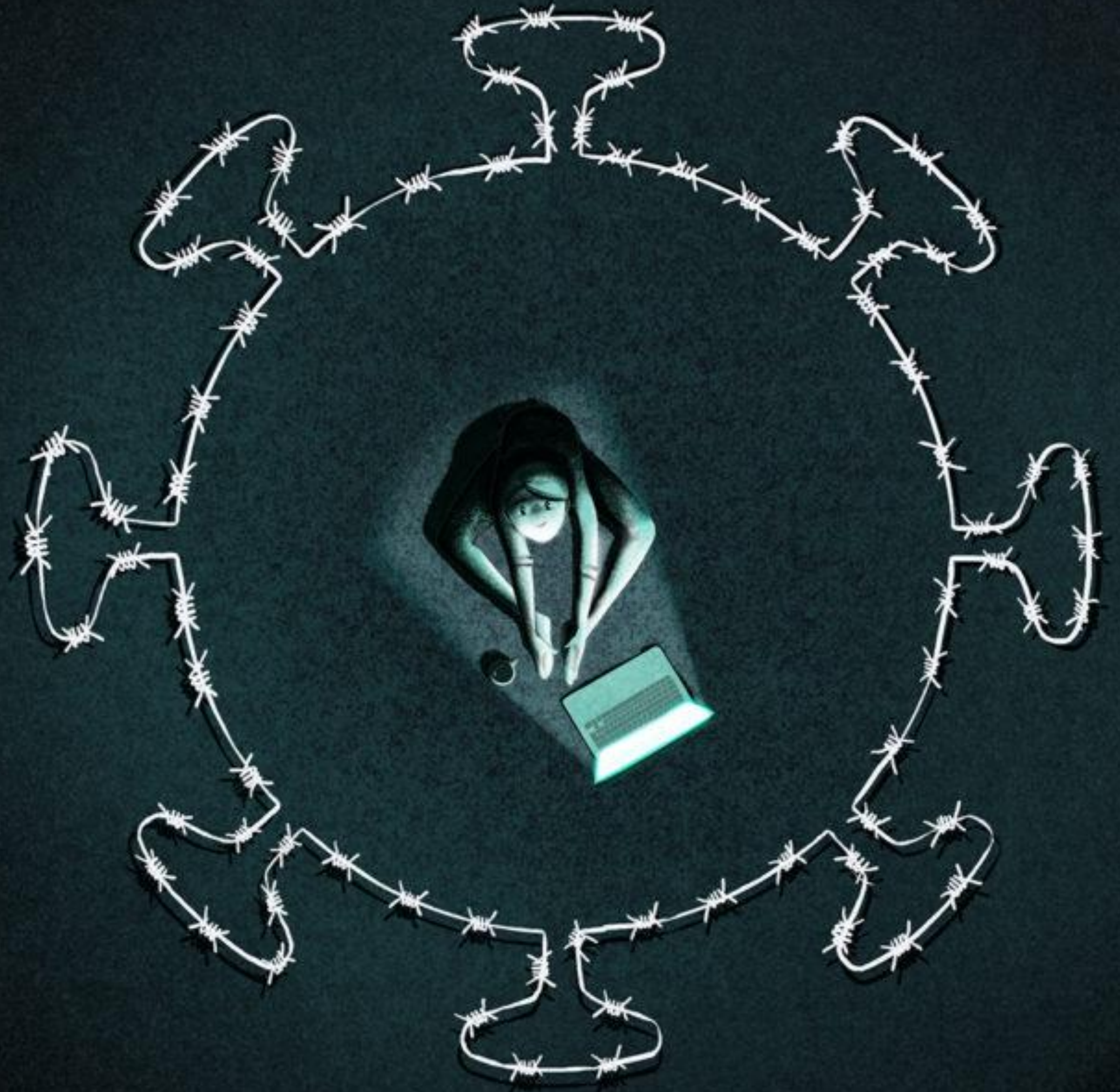
Challenges – Commuters

High Transmission Risk:

- Physical currency exchange
- Contact with bus crew

Challenges – Transport Bodies

Anonymous Travellers:

- High transmission risk
- Untraceable passengers - no travel history
- Can't contact co-passengers of infected traveller

Image credited to - **Sara Gironi Carnevale**
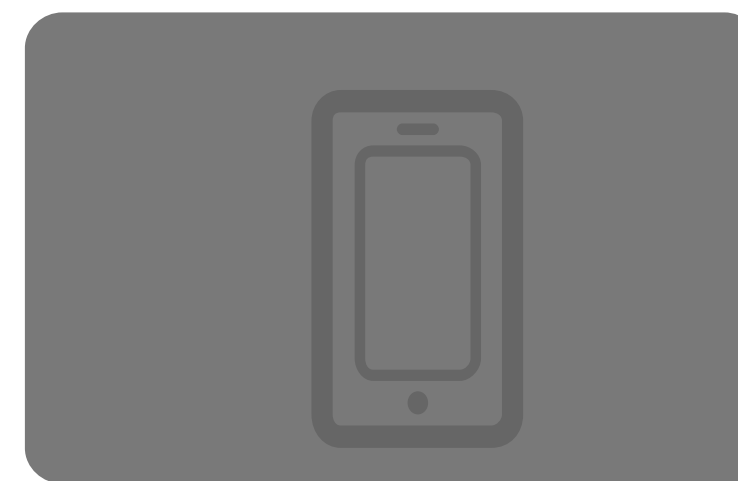
PROS AND CONS – FOR IMMEDIATE IMPLEMENTATION

- Quickest to implement
- Zero physical contact

App agnostic QR Code pasted on the bus

- High chances of validation failure on a moving bus
- Commuters may not have mobile banking facility
- Contact tracing possible but dependency on third party
- Ticket has to be bought on the bus – time consuming
- Need to be online for ticket purchase and validation - while on the bus

- Quick to implement
- Can be bought ahead of the journey conveniently
- Zero physical contact
- Can store multiple products
- Validation can be off-line

Mobile Tickets and Passes on a proprietary or third party app

- Commuters may not have mobile banking facility
- If QR based, dependent on ETIM for validation

PROS AND CONS – FOR IMMEDIATE IMPLEMENTATION

- Equitable option compared to other mobile based products
- Convenient to purchase, recharge and carry
- Can store multiple products
- Quicker to validate than mobile based option

Closed-loop Card

- Dependent on validating mechanism – ETIM
- Physical interaction while purchasing and recharging card
- Can't be linked in a MaaS deployment

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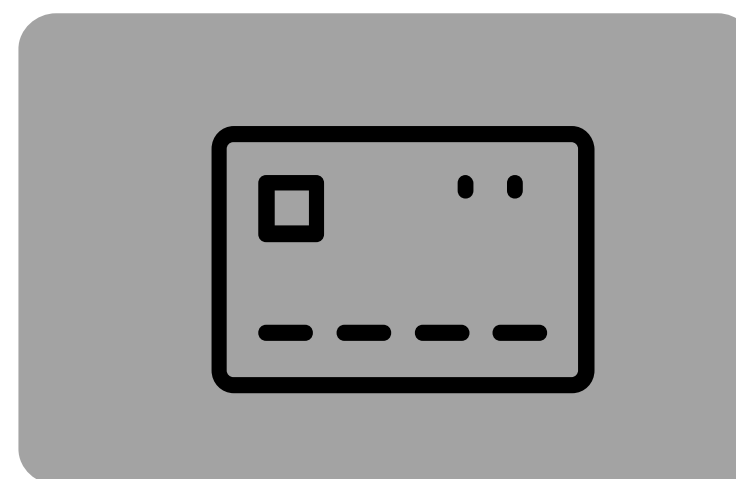
Open-loop Card (NCMC)

- Dependent on validating mechanism – ETIM
- Takes longer to purchase given the stringent KYC requirements
- Dependence on a banking partner
- Physical interaction while purchasing and recharging card

WHY SHIFT? LONG TERM BENEFITS

Customer centric initiative – increase modal share of Public Transportation

- Given the diversity in India, provision of multiple payment options is critical

- Improved passenger convenience and ease of use - Increase of passenger loyalty

- Improvement of the image of public transport

- Knowing the user can help implement highly targeted social welfare schemes for students, senior citizens, low-income and frequent bus users etc
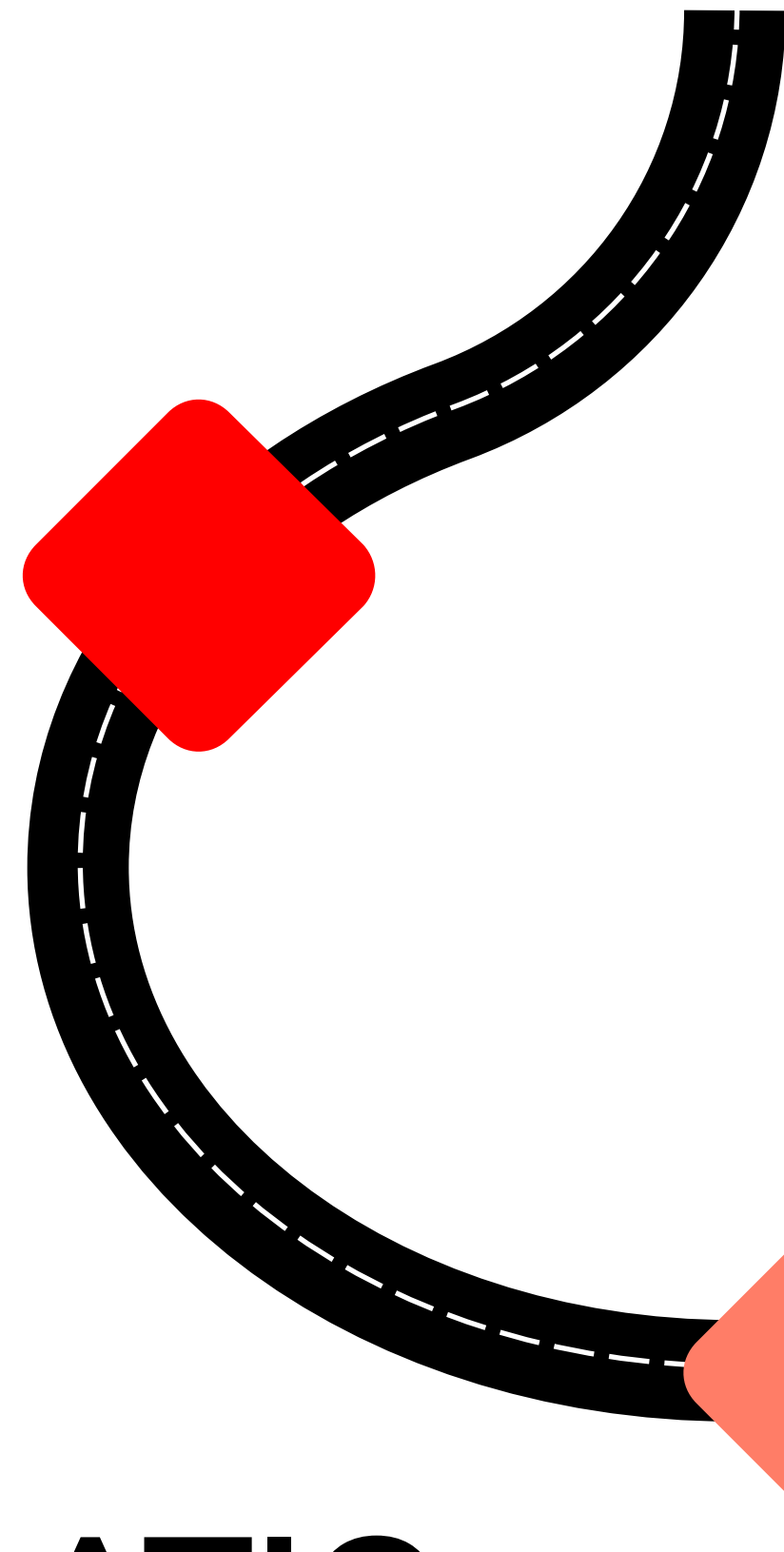
Drive operational efficiency – Reduced Cost

- Limitation of the existing system – lack of big data to improve operational efficiency

- Low implementation and maintenance cost – engagement model

- Reduction of pilferage

Strategic planning

- Transforms a primarily cash business to creditworthy and make the industry bankable

- Efficient implementation of UMTA

RECOMMENDATIONS – GOING DIGITAL

The options have been prioritized given the immediate requirement to go cash-less

App agnostic QR Code pasted on the bus – short-term initiative

Mobile Tickets and Passes on a proprietary or third party app – One month after award of tender

Closed-loop Card – 45 days after award of tender

Open-loop Card – Four months after award of tender

Acceptance of NFC enabled bank cards and mobile payments – Phase II

* Time-lines are subject to receiving the required information from the STU in time and other factors