COVID GREEN LABEL

PRESENTED AT THE

1st Urbanlogue Session
TABLE OF CONTENTS

1. NEED FOR A COVID GREEN LABEL
   Concept introduction and agenda setting

2. FOCUS SECTORS
   Transport sectors covered under this scheme

3. AREAS COVERED - CERTIFICATION
   Key focus areas

4. APPROACH
   The stages in the COVID Green scheme

5. CERTIFYING AND MONITORING PROCESS
   An over-view

6. DIGITAL TICKETING – A FOCUS AREA
   An over-view on one of the certification areas
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.

WHAT IS COVID GREEN LABEL?

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
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

• 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.
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

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<th>Public Transport - Govt</th>
<th>Public Transport - Private</th>
<th>IPT</th>
<th>App based taxi services</th>
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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
PROS AND CONS – FOR IMMEDIATE IMPLEMENTATION

App agnostic QR Code pasted on the bus

- Quickest to implement
- Zero physical contact

- 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

- 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
PROS AND CONS – FOR IMMEDIATE IMPLEMENTATION

**Closed-loop Card**
- 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
- Dependent on validating mechanism – ETIM
- Physical interaction while purchasing and recharging card
- Can’t be linked in a MaaS deployment

**Open-loop Card (NCMC)**
- Equitable option compared to other mobile based products
- Convenient to recharge and carry
- Can store multiple products
- Quicker to validate than mobile based option
- Can be linked in a MaaS deployment
- 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
• Preparing the public transport system for a future of Mobility as a Service
Mobile Tickets and Passes on a proprietary or third party app – One month after award of tender

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

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

Open-loop Card – Four months after award of tender

Closed-loop Card – 45 days after award of tender

RECOMMENDATIONS

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

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