

Namma Yatri: Two thumbs up, one down?

Though commuters, auto drivers like the idea of keeping middlemen out using the app, they say some hiccups still remain

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Namma Yatri, a Bengaluru-based auto booking application, has begun to gain much popularity for its no commission policy, among commuters and auto drivers. While many have entirely made a switch to the recently launched application, a few have pointed out flaws that have stopped them from making the move.

Sanjana Rao, an IT employee who frequently uses the application, said that the exact fare is not specified while booking. Instead, a range is provided, which may be misleading. "The price is comparatively similar to that of other aggregator apps. However, since I know that the entire fare amount will be received by the driver, I would rather choose the Namma Yatri than others to support our workers," she said.

While many have had pleasant experiences, there are those who have not managed to find a booking. Mohammed Zubair, a student, said that he tried to book an auto once but was unable to. "The drivers can also charge Rs 10-20 rupees extra and we are bound to pay it," he said, referring to the 'optional driver request', where the driver can charge 10% of the base fare



A few auto drivers in the city are shifting to the Namma Yatri app

In cases where there is extreme traffic or chances of a long return trip.

Vijay Moses, an auto driver who has begun to use Namma Yatri, said that the no-commission principle has attracted many auto drivers to use the application. "Working for more than 12 hours would not fetch me more than Rs 1000-1,200 every day considering the high com-

mission (reaching 30%) with aggregator apps," he said. However, the trips that auto drivers get remain the highest during peak hours only, making them have to switch between other aggregator apps. Namma Yatri is hoping to address the problem of a dwindling customer base through marketing strategies of referral codes and using word of mouth. Auto unions

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across the city have supported the application for abolishing middlemen, encouraging their drivers to switch to the application.

A spokesperson from Juspay, which has built the application and has primarily worked on open initiatives like UPI and OCEN, said that in the past three months, they have grown 20 times, cashing in an average of 25,000 trips a day with a customer base of 5.5 lakh and 55-56,000 auto drivers. While Namma Yatri is currently functioning on a no commission model, a few months down the line, auto drivers can expect to pay for subscriptions.

"This will happen only after we receive a vote of confidence from auto drivers," the spokesperson said, explaining that the subscription will function similarly to prepaid recharges made for mobile phones. "It is completely up to the auto driver to choose. Say for a month, he is not in town, he can opt out," he added. At the moment, usage of Google maps is costing the most for the initiative. Noting that Juspay at the core is a technological company which has bills to pay, he said, "Our core competency is that we know how to reduce costs to the minimum. We're burning very less compared to other aggregator platforms out there."

RESPONSE CONNECT INITIATIVE

The Dynamic Duo Fighting Plastic Waste Pollution in Mysore: NMF and Jagruth's Innovative Solutions

Mysore, a city known for its glorious palaces, vibrant culture, and enchanting beauty, is on a mission to become India's cleanest city. It is not just a pipedream, thanks to the extraordinary efforts of Namma Mysore Foundation (NMF), a non-profit organization that has taken the lead in promoting sustainable waste management in the city.

NMF partnering with Jagruth Tech Pvt Ltd, a waste management company that has revolutionized the way plastic waste is dealt with in Mysore, is leading the charge with innovative solutions to tackle the plastic waste crisis and create a positive impact on the community and the environment.

Under the leadership of Mr. Dasharath, Managing trustee, NMF has been actively engaging with the local community to create awareness about the importance of proper waste disposal and recycling. The organization has set up waste collection points across the city to ensure that waste is disposed of in a sustainable manner.

Jagruth Tech Pvt Ltd has emerged as a crucial partner for NMF in their mission to combat plastic waste pollution. The company collects plastic waste from various sources, including NMF's waste collection points, and processes it using innovative upcycling technology to create Eco Interlock



NMF has partnered with Jagruth Tech Pvt Ltd to put plastic waste to the best use in Mysore

Pavers. Mr. Dinesh Bopanna, one of the Directors at Jagruth Tech Pvt Ltd throws light on the Eco Interlock Pavers. These pavers are made from a mix of plastic waste and other mate-

rials, which are then transformed into interlocking blocks used for various applications, such as pavements, walkways, and driveways. This not only diverts plastic waste from ending

up in landfills or oceans but also provides a sustainable solution for utilizing plastic waste in construction materials.

NMF and Jagruth Tech Pvt Ltd are not just working towards sustainable

waste management but are also encouraging and supporting the younger generation to address plastic waste pollution. One such initiative is Chompix, a mobile pre-plastic recycler machine designed by Neeraj Nagaraj, a 16-year-old 11th-grade student. The machine converts plastic waste into reusable cubes that can be used to make various plastic products.

The collaborative efforts and encouragement of Namma Mysore Foundation and Jagruth Tech Pvt Ltd have been commendable in addressing the plastic waste crisis in Mysore. Their sustainable waste management initiatives and innovative solutions have set an example for others to follow. As NMF continues to encourage young minds to come up with solutions to tackle plastic waste pollution, Mysore is well on its way to achieving the cleanest city title.

In conclusion, Mysore is not just a city of beauty and culture, but also a city of action and innovation. The efforts of Namma Mysore Foundation and Jagruth Tech Pvt Ltd have shown that it is possible to tackle the plastic waste crisis and create a positive impact on the environment. It is now up to the citizens of Mysore to embrace sustainable waste management and take the city to new heights.