

MMRDA Chooses Start-ups to Provide Crowd Management and Last-Mile Connectivity for Mumbai Metro

The focus of the 2019 challenge is to improve the commute experience for Metro users through technology-based interventions

Led by MMRDA, facilitated by Municipal Corporation of Greater Mumbai, Mumbai Traffic Police, Mumbai Rail Vikas Corporation Limited, Mumbai Metro One and Maharashtra State Innovation Society

Mumbai, India (November 21, 2019): Mumbai Metropolitan Region Development Authority (MMRDA) in collaboration with WRI India Ross Center and the Toyota Mobility Foundation (TMF) announced the Station Access and Mobility Program (STAMP) 2019 grant and pilot awardees today. Orbo.ai, MyByk and AllMiles were adjudged the grant awardees while Infius Synergy, Shuttl, Yulu, Vogo, GoKruze and Sparshik were also chosen to pilot their solutions by an esteemed jury of partner government agencies, private sector organizations and citizens' groups to provide crowd management and last-mile connectivity solutions to commuters of the Mumbai Metro.

The Station Access and Mobility Program (STAMP) focuses on high quality last-mile connectivity to urban mass transit. As India's rapidly growing urban centres invest in metro rail systems for more efficient and sustainable transportation, STAMP facilitates ease of access for seamless, door-to-door movement of commuters. The multi-year, multi-city initiative works with metro rail agencies and other local partners to enable innovative solutions towards integrated mobility in Indian cities.

STAMP 2019 Mumbai was launched on 31st July 2019 by MMRDA and other partner organisations. The Challenge called upon entrepreneurs, citizens' groups, professionals and students to come up with technology-based applications with a focus on crowd management, seamless commuter experience and the increased availability of convenient last-mile services. 80 applications were received in total, out of which 28 teams made it to the interim jury. Following this jury, 14 teams in the last-mile and crowd management space were chosen for a two-day intensive bootcamp session to engage with WRI India's domain experts and mentors from partner organizations. The teams received support on legal, technical, and business development aspects of mobility solutions to refine and customise their solutions for Mumbai. The selection process ended with a pitch day and multiple meetings with MMRDA and Mumbai Metro One Private Limited (MMOPL) where the teams put forth their final proposals.

Appreciating the initiative and the teams' offerings for Mumbai, **Shri R. A. Rajeev, IAS, Metropolitan Commissioner, MMRDA**, said, *"We saw a number of interesting solutions thanks to STAMP initiative by WRI India and Toyota Mobility Foundation. When these entrepreneurs' solutions are implemented and replicated*

on a larger scale, we hope for end-to-end seamless connectivity and commuter experience for commuters of the Mumbai Metro. We are keen to use the STAMP platform as a tool to realize the vision of #MumbaiInMinutes.”

The winning solutions were chosen to address two areas of intervention: faster platform-to-platform transfers using Artificial Intelligence-powered camera or sensor-based technology for crowd management along with optimised passenger dispersion outside stations, and improved first- and last-mile connectivity to and from stations.

Toyota Mobility Foundation Director, Mr. Prasanna Ganesh, noted, *“This is the 4th STAMP challenge till date in India, and this has been one of the most innovative group of applicants we have seen since our launch. As Toyota Mobility Foundation, we have been truly impressed by the social innovation community in India, and the dynamism and technical capability of the participants. In particular, we were impressed by fascinating solutions in the niche area of AI based crowd management and dynamic shuttle services. We are confident that our winners and all the other participating teams will contribute through STAMP for the residents of Mumbai.”*

Congratulating the winners, **Mr. Shekar Viswanathan, Vice Chairman & Whole-time Director of Toyota Kirloskar Motor**, said, *“As one of the large growing economies, India is witnessing rapid urbanization coupled with growing infra network. Having said that, this progress has brought along challenges related to the mobility needs of its people. We welcome TMF and WRI’s efforts to solve these mobility issues and enhance accessibility of Metro transit. Since its launch, the idea of this initiative has been to scale-up the efforts to next level with reliable, low-cost technology for effective access to the Metro. We are happy to witness the overwhelming response received for the STAMP Challenge in Mumbai, and truly appreciate the solutions provided by the groups. We take this opportunity to congratulate the winners of the Mumbai chapter. We are confident that the winners will efficiently implement solutions towards the last-mile connectivity at the metro stations, further strengthening our goal of providing seamless mobility for all.”*

“With Mumbai seeing more metro lines in the near future, it’s the right time for STAMP to help transit and city agencies decide how they can maximise their potential for commuters. And with the kinds of innovative teams that have come forth to work with the different stakeholders, it’s certainly going to be exciting times ahead where we can enable the ecosystem to work symbiotically.” explained **Mr. Madhav Pai, India Director, WRI Ross Center for Sustainable Cities**.

The winners of the challenge will receive a combined research grant of up to USD 50,000 (~ INR 3.6 million) to demonstrate their solutions to the city. Some teams from the cohort have also been chosen to pilot their

solutions across stations in Mumbai. The deployment of pilot solutions is expected to start by mid-January 2020 in the city. MMRDA, MMOPL and WRI India Ross Center will provide mentorship and implementation support to all the teams for designing and implementing the pilot.

About STAMP

The Station Access and Mobility Program (STAMP) is an initiative led by WRI India and the Toyota Mobility Foundation (TMF) to promote a high quality of multimodal integration of the metro rail with other modes of transportation in Indian cities. The objective of the initiative is to support metro rail systems in becoming an efficient and attractive mode of travel, to ensure faster travel times, reduce congestion and lower air pollution caused due to urban transport. The program was initiated in 2017 and enables station accessibility through a partnership model with the innovation and entrepreneurial ecosystem. STAMP 2019 in Mumbai is the fourth edition of the program after successful pilots in Bangalore in 2017 and Hyderabad and Kochi in 2018.

About WRI India Ross Centre

WRI India Ross Centre is part of WRI Ross Centre for Sustainable Cities. WRI Ross Centre for Sustainable Cities is a non-governmental global research organization that aims to protect earth's environment and provide for the needs and aspirations of current and future generations, including but not limited to improving the quality of life in cities, by developing and scaling environmentally, socially, and economically sustainable urban transport solutions, with capabilities to identify and implement such solutions in over fifty countries including within Europe, United States, Mexico, Brazil, Indonesia and India.

About the Toyota Mobility Foundation

The Toyota Mobility Foundation was established in August 2014 to support the development of a more mobile society. The Foundation aims to support strong mobility systems while eliminating disparities in mobility. It utilizes Toyota's expertise in technology, safety, and the environment, working in partnership with universities, government, non-profit organizations, research institutions and other organizations to address mobility issues around the world. Programs include resolving urban transportation problems, expanding the utilization of personal mobility, and developing solutions for next generation mobility.

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Grant awardees

1. **Orbo:** Orbo is a disruptive visual intelligence company that harnesses Computer vision and Deep Learning as its core technologies. Dedicated towards spearheading break-through research and development in Deep Learning technology, Orbo provides unique solutions for artificial intelligence applications and transformational visual perception.

Orbo's portfolio tech is built on Computer Vision, Image Processing and Deep Learning techniques essentially to overcome hardware limitations but it also largely addresses the challenges of traditional and manual photography as well. It automates manual and rudimentary editing tasks, at the same time it enhances the features, performance, and user experience of mobile phones, embedded devices, and consumer apps. For more information - <https://www.orbo.ai>

2. **MYBYK**

MYBYK is premium bicycle-sharing and renting service based out of Ahmedabad, India. It is a sustainable cycle-sharing service that can be used for trips around the city. It offers safe and hassle-free rides according to the users' needs and convenience. It was founded in 2014 by Arjit Soni, a chartered accountant, while going through the struggle of commuting through Mumbai local trains during his internship at PwC. MYBYK has pioneered the concept of shared mobility in an endeavor to make an outdoor experience more lively, diverse, and healthy and usher in a 'green' future for generations to come. For more information - <https://mybyk.in/>

3. **AllMiles**

ALLMILES™, known for its innovative software automation products, offers corporates, fleet owners, and aggregators, an omnipresent and easily accessible way of optimizing transportation costs, while saving time; and increasing the efficiency, with convenience of their employees' travel experience. With our cloud-based SaaS platform, corporate's, and other similar establishments are able to create a transportation ecosystem that suits their, as well as their employees' individual needs, thereby allowing each stakeholder, such as the driver, manager, passenger/employee, to perform their jobs thoroughly. For more information - <https://www.allmiles.in/>