



## Shoonya Campaign

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- 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. **The campaign aims 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.
- **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.** EVs emit no tailpipe emissions, which can contribute immensely to an improved air quality.

X

**Best Team, Best Teaching**

# सामान्य अध्ययन फाउंडेशन

(प्रिलिम्स + मेन्स)

<b>ऑफलाइन बैठ</b>	<b>ऑनलाइन लाइव कोर्स</b>
कक्षा आरंभ : 20 सितंबर 2021	कक्षा आरंभ : 25 अगस्त 2021
समय : 11:30 AM – 2:30 PM	समय : 6:30 PM – 9:00 PM

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