



KAMARAJ IAS ACADEMY
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Shoonya Initiative

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Why is in news? NITI Aayog hosts first Shoonya Forum to commemorate first anniversary of India's zero pollution e-mobility campaign

The Shoonya initiative seeks to **eliminate air pollution from commercial transportation in India and build demand for zero-emission vehicles.**

This campaign will enable notable reduction in emissions from the transport sector and **accelerate country's progress towards its net zero goal.**"

The "**Shoonya — Zero-Pollution Mobility**" campaign promotes the use of EVs for urban deliveries and ride-hailing. Shoonya, meaning "zero" in Sanskrit language, implies the beginning and origination of possibilities.

Inspired by this connotation, the Shoonya campaign plans to revolutionise the transport sector with a radical and urgent transition to zero-emission vehicles.

It has **3 major components** - Corporate Branding Programme, Consumer Awareness Drive, Resource toolkit.

The campaign aims to accelerate **adoption of electric vehicles in the urban deliveries segment and create consumer awareness about the benefits of zero-pollution delivery.**

Urban freight vehicles account for **10 percent of freight transportation-related carbon dioxide 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 improved air quality.

They **emit 15 to 40 percent less carbon dioxide compared to their internal combustion engine counterparts** and have lower operational cost even during their manufacture.

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