

# India EVoLve Innovation Challenge

Empowering Youth  
Innovation for a Sustainable  
Delivery Future

WIN  
UP TO  
**₹4.5 LAKH**  
CASH PRIZE

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# INNOVATE NOW, FOR INDIA



Each parcel delivered  
emits an approx—283  
grams of CO<sub>2</sub>.eq. 

This **innovation challenge** calls upon creative minds from various fields to devise holistic, scalable solutions for zero-emission last-mile deliveries for India. Concentrating on technology, social impact, governance, and financial viability, the challenge seeks to create a collaborative space where innovative ideas can directly **influence policies and corporate strategies** in the delivery sector.

While many companies in India's last-mile delivery sector have acknowledged the need for transition and expressed a willingness to explore sustainable alternatives, it is crucial for consumers, civil society, government agencies, and policymakers to actively encourage and support these companies and startups in adopting zero-emission last-mile delivery solutions. The accelerated transition of last-mile delivery fleets necessitates addressing several key challenges that require a concerted effort from all stakeholders. These challenges encompass technological advancements, financial considerations, governance frameworks, social inclusion, and gender-related factors.

To consider these, an important constituency is the combination of the start-up ecosystem, youth and institutions, in addition to other relevant audiences. Ideally, these solutions advance technologically and are economically viable, and promote social and gender justice. The premise of the innovation challenge is to initiate an **open ideation challenge where college students and youth from various disciplines are allowed to ideate all-around holistic, scalable solutions that can help decision-makers including companies and policy-makers working on EV/Aggregator policies at various levels incorporate the solutions into their existing plans and framework to accelerate the transition to zero-emission deliveries.**

Post the event, along with the top teams from the challenge, we are looking to actively partner with select companies, government departments and agencies in identifying and potentially, the subsequent testing, adoption and possible upscaling of the various solutions. The innovation challenge also provides a unique opportunity and a vehicle to create wider awareness about accelerated EV transition in the sector and also overall viability of EVs in India.



**LAST-MILE DELIVERY  
ACCOUNTS FOR**

**50%**

**OF EMISSIONS FROM  
THE DELIVERY  
SECTOR.**



## WHY IS THE LAST MILE DELIVERY SECTOR SO IMPORTANT?

The “last-mile” refers to “the delivery of products along their last leg of transportation from a distribution hub, such as a distribution or fulfilment centre, to the final destination and end user.

The Indian e-commerce market is expected to witness a tenfold increase from current levels of **4 billion parcels delivered per year to 40 billion** parcels delivered a year by 2030 with total annual emissions from the sector being 8 million (80 lakhs) tons of CO2 by 2030. This is the equivalent of the **emissions from 1.615 million (16.5 lakhs) petrol cars driven for a year**. Addressing this environmental impact is now more crucial than ever, as the sector becomes a significant contributor to India's overall carbon footprint.

The last-mile delivery sector plays a pivotal role in addressing key sustainability and environmental concerns associated with the global transport industry. With transportation accounting for at least a quarter of all global emissions, the exponential growth of e-commerce, food delivery, and hyperlocal logistics has led to a substantial increase in last-mile delivery operations worldwide.

Simultaneously, India is emerging as a trailblazer in the global South, showcasing progress in the adoption and implementation of electric vehicles (EVs) for last-mile deliveries. This positions the country on the cusp of assuming decisive leadership in policies, operationalization, and the widespread uptake of EVs.

Recognizing the environmental and climate implications as well as opportunities, Niti Aayog has identified the last-mile delivery sector as a critical area for reducing dependence on imported oil, mitigating emissions, and combating air pollution, especially in urban centers. To spearhead decarbonization efforts in this sector, the Niti Aayog and its Shoonya campaign are actively collaborating with industry and civil society partners. Several state governments, including Delhi, Maharashtra, and Tamil Nadu amongst others, are also proactively supporting and exploring policies that mandate the transition of commercial fleets to electric vehicles.





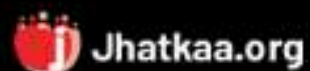
## A BRIEF OVERVIEW OF THE LAST-MILE INNOVATION CHALLENGE.

The Innovation Challenge is an opportunity for India's young innovators to actively participate in shaping sustainable transportation's future. This initiative calls upon creative minds from various fields to devise holistic, scalable solutions for zero-emission last-mile deliveries in the following categories.

**Technology . Social impact . Governance . Financial viability.**

We seek to build a collaborative space where innovative ideas can directly influence policies and corporate strategies in the delivery sector. It's a platform for the next generation to contribute significantly to the **eco-friendly evolution of India's** rapidly expanding delivery industry.

### OUR PARTNERS







# ELEGIBILITY

- **Teams of 5\* or fewer members**, (Age group 18 - 38) can apply.  
\*Minimum two members in a team.
- One of the team members can be a **college faculty** (i.e. could be above the age bracket).
- The idea should help in the **accelerated EV transition of the last-mile delivery sector in India**.
- The ideas can address one or more of the challenges in the last-mile delivery sector, deriving from the **key categories given above**.
- Ideas should be **scalable, viable, and replicable** and promote inclusive solutions.

We encourage teams to participate in webinars on the various problem statements organized by the organizers with policy-makers, industry experts, unions and other stakeholders.

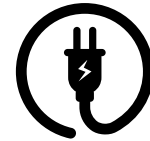
# INNOVATION CHALLENGE OBJECTIVES



EMPOWER YOUTH  
INNOVATION



BOOST CONSUMER  
AWARENESS



PILOT SCALABLE  
SOLUTIONS



CREATE  
AWARENESS



# PROCESS



## ONLINE WEBINARS

Interested team cans attend online webinars on the topic to understand the challenges.



## APPLICATION

The team will have to fill in the application form with their ideas.



## REVIEW

Exper Panel will review the application and choose **20 of the best ideas.**



## BOOTCAMP

Engage with experts from the field to refine your submissions.



## PILOT

Solutions to be piloted by various stakeholders by including the participants.



## DOCUMENT RELEASE

Top 20 solutions will be documented and released for various stakeholders to learn from.



## AWARD

Top 7 solutions will be rewarded.



## FINAL PITCH

Teams then pitch their idea in front of experts with a presentation/ video.

# REWARD

The winning teams will get cash prizes worth of ₹4.5 Lakhs

- Top Prize: The **winning** team will be awarded **₹1 Lakh**.
- Second Prize: **Two** teams will each receive **₹75,000**.
- Third Prize: **Four** teams will each be awarded **₹50,000**.





# Important dates and deadlines.

**Deadline for Submissions: July 30th, 2024**

**Long-list of Selected Submissions: August 10th, 2024**

**Final Selected Submissions: August 30th, 2024**

contact@indiaevolve.com

More details: [www.indiaevolve.com](http://www.indiaevolve.com)

# ABOUT US

The Sustainable Mobility Network is an informal collective of 30+ organizations across 6 states and multiple cities in India working to decarbonize transport and ensure sustainable, inclusive and equitable mobility for all in our cities.

## Judging Criteria

- Viability, inclusivity, scalability and replicability are four key aspects in the selection process.
- The idea has to be viable now and in the future. There has to be a scope for scalability and should hold the potential to be replicated in other geographies and within various stakeholder groups.
- Your profiles should present evidence that you are curious, innovative and passionate individuals. Diversity within the team, including a multi-disciplinary profile, would be a positive.
- The solutions that you put forth should have the ability to demonstrate a quantifiable impact.
- The innovativeness and sustainability of the idea will be assessed.
- Ensuring a just transition for gig workers in the sector is paramount, and it should provide solutions which are inclusive and take along the delivery riders, and workers in a holistic way.
- The ideas submitted should be able to create a greater impact on the community or the environment. We also encourage the team to replicate (best practices) from around the globe that suit our context by reimagining them to fit the social, and geographical features of states, and regions.
- The selection board will assess the overall positive impact that the project is capable of creating.
- We encourage participants to think of location-specific solutions to begin with.
- An additional advantage if the solution can be blended into existing state or national programs/schemes.