



World's First Dial a Rickshaw Facility-Green & Sustainable Technology

# Fazilka Ecocab

Case Study

[www.lovefazilka.org](http://www.lovefazilka.org)

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# What is Ecocab

- Ecocab is a new name given to traditional rickshaw operation by improving its accessibility and quality.
- Phase-I : Accessibility has been improved by adding facility like dial a rickshaw to residents
- Phase-II : By improving the quality of rickshaw to the use at same cost

# Why Project Ecocab

- After independence, all mode of transportation have been improved except rickshaw
- Due to high motorization, the existing rickshaw usage was declining, which is at present giving livelihood to more than 500 poor families within the city.
- This is the most safest and environment friendly mode of transportation, giving instant livelihood

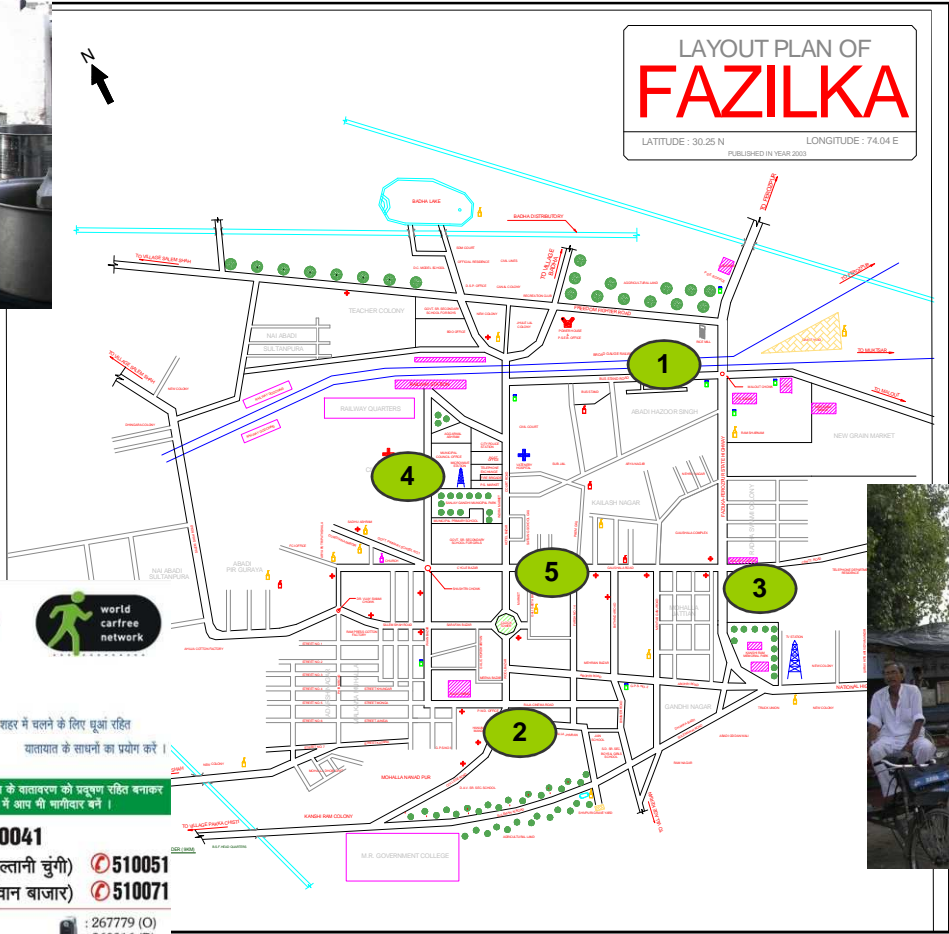
# Transportation System Fazilka

- Present rickshaw is being used mainly by elders, families and ladies.
- Fazilka has more than 20,000 registered motor vehicles, majority two wheelers.
- It is estimated that residents makes about 80,000 household trips daily
- Out of which around 5000 trips are made by rickshaw.
- Increase in modal share of Auto operations.

# Concept-Ecocab

- With an idea to strengthen existing unorganized network of cycle rickshaw as a post modern technology in the area of Intermediate Public Transport System for the Fazilka. Five Ecocab call centers are established within the city mainly north, south, east, west and central to provide dial-a-rickshaw facility. Each centre is serving almost 1500 households. To cut down the vehicle out time, these centers are strategically placed along with the network of 20 feeder sub centre so that after a phone call within 10 minutes Ecocab shall reach to desired location. This is mainly to facilitate household trips based trip to stop increase desired of personal motorised trip within the city; average trip length in the city is less than 3km, so it was easy to promote cycle based intermediate public transport system. At present fleet of 500 registered traction men are self employed under Fazilka Ecocab project.

# Phase-I – Accessibility/Operations




**फाजिल्का रिक्शा युनियन**  
 गेजुएटस वेलफेयर एसोसिएशन फाजिल्का (GWAFA)  
 के सहयोग से अरु अरे घर में  
**फाजिल्का पुष्पक सेवा**  
**Fazilka ECOCAB**  
**CALL CENTRE**

एक शहर हमारे सपनों का  
 एक शहर हमारे अपनों का

शहर में चलने के लिए धूआं रहित  
 यातायात के साधनों का प्रयोग करें।

हम प्रतिदिन लगभग 900 लीटर ईंधन अथवा 14000 किलोग्राम शुद्ध वायु की बचत करके फाजिल्का के वातावरण को प्रदूषण रहित बनाकर  
 आने वाले ग्लोबल वार्मिंग के खतरों से बचाने का प्रयास कर रहे हैं। आइये हमारे इस प्रयास में आप भी गार्मोवार बनें।

**फाजिल्का उत्तर (मुख्य बस अड्डा) 510041**  
**फाजिल्का मध्य (गौशाला रोड़) 510081** **फाजिल्का दक्षिण (मुल्तानी चुंगी) 510051**  
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SUPPORTED BY : **THAKRAL INFO SYSTEMS** Behind Balmiki Mandir,  
 Gaushalla Road, Fazilka-152 123

: 267779 (O)  
 : 260016 (R)  
 : 98766-22880



# Phase-II ( Design Improvement)

- Light Weight-Reduced Weight to 65 kg instead of existing 90kg
- More Luggage Space
- Better Safety :Reflectors
- Comfort for both commuter and traction men
- Facilities like Water Cooler, Magazine
- More advertisement space for more revenue
- Micro credit schemes under differential rate of interest from Nationalized Banks

# Phase-II ( Design Improvement)



Navdeep Asija :: Graduates Welfare Association Fazilka, 2010





# Benefits Ecocab- To Society

- Organized Intermediate Public Transport System at affordable price
- Saving of daily 900 litre of fuel from burning along saving of 14500kg fresh air required to burn that fuel
- Better law and order in the city-employment
- Quality Ecocab service with modern ergonomically designed Ecocabs.
- Another better option for residents as emergency healthcare facility like ambulance
- Facilitation for visitors and tourists of the city

# Benefits Ecocab- to Traction Men

- Social Upliftment-Instant Livelihood
- Free Accidental Insurance upto Rs 50,000/-
- Free health checkup and consultation at leading private hospitals
- Additional revenue through increased latent demand in Ecocab ridership and advertisement
- Free education for family members of traction men.
- Micro Credit and finance schemes by the leading banks

# Identity Card-Unique Identity

Incredible India



Encoded-Social  
Economic Data



# Rules-Ecocab Membership



## ਫਾਜ਼ਿਲਕਾ ਰਿਕਸ਼ਾ ਯੂਨੀਅਨ (ਇਕੋਕੈਬ ਪੁੰਜੈਕਟ) ਦੇ ਨਿਯਮ



1. ਫਾਜ਼ਿਲਕਾ ਰਿਕਸ਼ਾ ਯੂਨੀਅਨ ਮਿਤੀ 20-6-2008 ਤੋਂ ਗ੍ਰੈਜੂਏਟਸ ਵੈਲਫੇਅਰ ਏਸੋਸੀਏਸ਼ਨ ਫਾਜ਼ਿਲਕਾ (ਰਜਿ:) ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਰਿਕਸ਼ਾ ਚਾਲਕਾਂ ਦੀ ਕਮਾਈ ਵਿੱਚ ਵਾਧਾ ਉਹਨਾਂ ਅਤੇ ਉਹਨਾਂ ਦੇ ਪਰਿਵਾਰ ਦੀ ਚੰਗੀ ਸਿਹਤ ਅਤੇ ਫਾਜ਼ਿਲਕਾ ਵਿੱਚ ਰਿਕਸ਼ਾ ਸੁਵਿਧਾਵਾਂ ਨੂੰ ਚੰਗੇ ਰੂਪ ਵਿੱਚ ਚਲਾਉਣ ਲਈ ਪੁੰਜੈਕਟ ਇਕੋਕੈਬ ਚਲਾ ਰਹੀ ਹੈ। ਇਸ ਨੂੰ ਫਾਜ਼ਿਲਕਾ ਪੁਸ਼ਪਕ ਸੇਵਾ ਦੇ ਨਾਮ ਨਾਲ ਵੀ ਜਾਣਿਆ ਜਾਂਦਾ ਹੈ।
2. ਇਕੋਕੈਬ ਮੈਂਬਰ ਕਿਸੇ ਵੀ ਕਿਸਮ ਦੇ ਟ੍ਰੈਫਿਕ ਨਿਯਮਾਂ ਦੀ ਉਲੰਘਨਾ ਨਹੀਂ ਕਰੇਗਾ।
3. ਇਕੋਕੈਬ ਮੈਂਬਰ ਕਿਸੇ ਵੀ ਰਾਜਨੀਤਿਕ ਪਾਰਟੀ ਦਾ ਗਰੁੱਪ ਫਾਜ਼ਿਲਕਾ ਰਿਕਸ਼ਾ ਯੂਨੀਅਨ ਵਿੱਚ ਸ਼ੁਰੂ ਨਹੀਂ ਕਰੇਗਾ।
4. ਇਕੋਕੈਬ ਮੈਂਬਰ ਡਿਊਟੀ ਦੇ ਸਮੇਂ ਕਿਸੇ ਵੀ ਕਿਸਮ ਦਾ ਨਸ਼ਾ ਕਰਕੇ ਰਿਕਸ਼ਾ ਨਹੀਂ ਚਲਾਏਗਾ।
5. ਇਕੋਕੈਬ ਮੈਂਬਰ ਪੁਸ਼ਤਾਵਿਤ ਵਰਦੀ/ਪੂਰੇ ਕੱਪੜੇ ਪਾ ਕੇ ਹੀ ਰਿਕਸ਼ਾ ਚਲਾਏਗਾ।
6. ਇਕੋਕੈਬ ਮੈਂਬਰ ਸਮੇਂ-ਸਮੇਂ ਤੇ ਜ਼ਰੂਰਤ ਅਨੁਸਾਰ ਇਕੋਕੈਬ ਪੁੰਜੈਕਟ ਨੂੰ ਚਲਾਉਣ ਅਤੇ ਰਿਕਸ਼ਾ ਸਟੈਂਡ ਦੀ ਸਾਭ-ਸੰਭਾਲ ਲਈ ਲੋੜੀਂਦਾ ਚੰਦਾ ਫਾਜ਼ਿਲਕਾ ਰਿਕਸ਼ਾ ਯੂਨੀਅਨ ਨੂੰ ਦੇਵੇਗਾ। ਜਿਸ ਦਾ ਹਿਸਾਬ ਉਹ ਕੈਸ਼ੀਅਰ ਜਾਂ ਮੁੱਖ ਅਹੁਦੇਦਾਰਾਂ ਤੋਂ ਲੈ ਸਕਦਾ ਹੈ।
7. ਫਾਜ਼ਿਲਕਾ ਇਕੋਕੈਬ ਦਾ ਰਜਿਸਟਰੇਸ਼ਨ ਕੇਵਲ ਮੁੱਖ ਬੱਸ ਐਂਡਾ ਅਤੇ ਸੰਜੀਵ ਸਿਨੇਮਾ ਇਕੋਕੈਬ ਦਫਤਰ ਵਿੱਚ ਹੀ ਹੋਵੇਗਾ।
8. ਇਕੋਕੈਬ ਮੈਂਬਰਸ਼ਿਪ ਦੇ ਹੱਕ ਫਾਜ਼ਿਲਕਾ ਰਿਕਸ਼ਾ ਯੂਨੀਅਨ ਮੈਨੇਜਮੈਂਟ ਕਮੇਟੀ ਜਿਸ ਵਿੱਚ ਫਾਜ਼ਿਲਕਾ ਰਿਕਸ਼ਾ ਯੂਨੀਅਨ ਦੇ ਪ੍ਰਧਾਨ, ਸੀਨੀਅਰ ਪ੍ਰਧਾਨ, ਮੀਤ-ਪ੍ਰਧਾਨ, ਸੈਕਟਰੀ, ਕੈਸ਼ੀਅਰ, ਦੋ ਸੀਨੀਅਰ ਮੈਂਬਰ ਅਤੇ ਇੱਕ ਮੈਂਬਰ ਗ੍ਰੈਜੂਏਟਸ ਵੈਲਫੇਅਰ ਏਸੋਸੀਏਸ਼ਨ ਫਾਜ਼ਿਲਕਾ (ਰਜਿ:) ਦਾ ਆਉਂਦਾ ਹੈ ਕੋਲ ਰਾਖਵੇਂ ਹਨ।
9. ਕੋਈ ਵੀ ਇਕੋਕੈਬ ਮੈਂਬਰ ਸਵਾਰੀ ਤੋਂ ਪੁਸ਼ਤਾਵਿਤ ਫਾਜ਼ਿਲਕਾ ਰਿਕਸ਼ਾ ਯੂਨੀਅਨ ਦੇ ਰੋਟਾਂ ਤੋਂ ਘੱਟ ਜਾਂ ਜਿਆਦਾ ਕਿਰਾਇਆ ਨਹੀਂ ਲਵੇਗਾ।
10. ਹਰੇਕ ਇਕੋਕੈਬ ਮੈਂਬਰ ਨੂੰ ਸਮੇਂ-ਸਮੇਂ ਤੇ ਹੋਣ ਵਾਲੀਆਂ ਫਾਜ਼ਿਲਕਾ ਰਿਕਸ਼ਾ ਯੂਨੀਅਨ ਮੈਨੇਜਮੈਂਟ ਕਮੇਟੀ ਦੀਆਂ ਮੀਟਿੰਗਾਂ ਅਤੇ ਚੋਣਾਂ ਵਿੱਚ ਵੋਟਿੰਗ ਕਰਨ ਦਾ ਅਧਿਕਾਰ ਹੋਵੇਗਾ।
11. ਫਾਜ਼ਿਲਕਾ ਰਿਕਸ਼ਾ ਯੂਨੀਅਨ (ਇਕੋਕੈਬ ਪੁੰਜੈਕਟ) ਦੀ 1 ਮਹੀਨੇ ਦੀ ਕੱਚੀ ਮੈਂਬਰਸ਼ਿਪ ਦੇ ਸਮੇਂ ਦੌਰਾਨ ਫਾਜ਼ਿਲਕਾ ਰਿਕਸ਼ਾ ਯੂਨੀਅਨ (ਇਕੋਕੈਬ ਪੁੰਜੈਕਟ) ਦੇ ਨਿਯਮ ਨੰਬਰ 10 ਅਤੇ 13 ਲਾਗੂ ਨਹੀਂ ਹੋਣਗੇ।
12. ਹਰ ਇਕੋਕੈਬ ਮੈਂਬਰ ਸਵਾਰੀ ਨੂੰ ਮਹਿਮਾਨ ਦੇ ਰੂਪ ਵਿੱਚ ਆਦਰ-ਸਤਿਕਾਰ ਕਰੇਗਾ ਅਤੇ ਸਵਾਰੀ ਦੀ ਸੁਰੱਖਿਆ ਦੇ ਤੌਰ 'ਤੇ ਉਸ ਨਿਯਮ ਉੱਪਰ ਕਾਰਵਾਈ ਕਰੇਗੀ ਜਦੋਂ।
13. ਹਰ ਇਕੋਕੈਬ ਮੈਂਬਰ ਦੀ ਅਪਰਧਕ ਆਮਦਨੀ ਵਿੱਚ ਵਾਧਾ ਅਤੇ ਪੁੰਜੈਕਟ ਇਕੋਕੈਬ ਨੂੰ ਸੁਚਾਰੂਰੂਪ ਵਿੱਚ ਚਲਾਉਣ ਤਹਿਤ ਕੀਤੀਆਂ ਗਈਆਂ ਵੱਖ-ਵੱਖ ਸੇਵਾਵਾਂ ਜਿਸ ਵਿੱਚ ਐਕਸੀਡੈਂਟ ਬੀਮਾ, ਮੁਫਤ ਪ੍ਰਾਇਵੇਟ ਡਾਕਟਰੀ ਸਲਾਹ, ਰਿਕਸ਼ਾ ਉਪਰ ਮਸ਼ਹੂਰੀ, ਟੈਲੀਫੋਨ ਸੁਵਿਧਾ ਆਦਿ ਦਾ ਪੂਰਾ ਹੱਕਦਾਰ ਹੋਵੇਗਾ।
14. ਹਰ ਇਕੋਕੈਬ ਮੈਂਬਰ ਨਗਰ ਕੌਂਸਲ ਫਾਜ਼ਿਲਕਾ ਵੱਲੋਂ ਮੰਜੂਰਸ਼ੁਦਾ ਅੰਡੇ ਜੋਕਿ ਮੁੱਖ ਬੱਸ ਸਟੈਂਡ, ਡੀ.ਐਸ.ਪੀ. ਆਫਿਸ, ਮਲੋਟ ਚੌਕ, ਸੰਜੀਵ ਸਿਨੇਮਾ, ਸਾਈਕਲ ਬਜਾਰ, ਗਾਂਧੀ ਨਗਰ, ਝਲੇ ਲਾਲ ਕਲੋਨੀ, ਸ਼ਾਸਤਰੀ ਚੌਕ, ਰੇਲਵੇ ਸਟੇਸ਼ਨ, ਟਰੱਕ ਯੂਨੀਅਨ, ਡਾ. ਗੁੰਬਰ ਚੌਕ, ਵਾਨ ਬਜਾਰ, ਮੁਲਤਾਨੀ ਚੌਗੀ, ਡਾ. ਵਿਜੈ ਸਵਾਮੀ ਚੌਕ ਆਦਿ ਸ਼ਾਮਲ ਹਨ ਉਪਰ ਹੀ ਖੜਾ ਹੋਵੇਗਾ ਅਤੇ ਵਾਹੀ ਸਿਰ ਹੀ ਸਵਾਰੀ ਨੂੰ ਨੰਬਰ ਅਨੁਸਾਰ ਲੈ ਕੇ ਜਾਵੇਗਾ।
15. ਇਕੋਕੈਬ ਮੈਂਬਰ ਨੂੰ ਇਕ ਵਿਅਕਤੀ ਦੀ ਗਵਾਹੀ, ਤਿੰਨ ਰੋਗਦਾਰ ਫੋਟੋ, ਰਾਸ਼ਨ ਕਾਰਡ/ਵੋਟਰ ਕਾਰਡ ਦੀ ਕਾਪੀ ਜਾਂ ਕਿਸੇ ਹੋਰ ਸਰਕਾਰੀ ਕਾਗਜ਼ ਆਪਣੀ ਅਤੇ ਆਪਣੇ ਪੱਕੇ ਪਤੇ ਦੀ ਪਹਿਚਾਨ ਵਜੋਂ ਜਮ੍ਹਾਂ ਕਰਾਨੇ ਪੈਣਗੇ।
16. ਕਿਸੇ ਵੀ ਉਪਰੋਕਤ ਨਿਯਮ ਦੀ ਉਲੰਘਨਾ ਕਰਨ ਤੇ ਪਾਏ ਜਾਣ ਤੇ ਪਹਿਲਾਂ ਦੋ ਹਦਾਇਤੀ ਨੋਟਿਸ ਦਿੱਤੇ ਜਾਣਗੇ ਅਤੇ ਫਿਰ ਵੀ ਨਾ ਸੁਧਰਣ ਦੀ ਸੂਰਤ ਵਿੱਚ ਇਕੋਕੈਬ ਮੈਂਬਰਸ਼ਿਪ ਪੁਸ਼ਤਾਵਿਤ ਸਮੇਂ ਲਈ ਰੱਦ ਕਰ ਦਿੱਤੀ ਜਾਵੇਗੀ। ਇਸ ਦੌਰਾਨ ਉਹ ਪੁੰਜੈਕਟ ਇਕੋਕੈਬ ਤਹਿਤ ਚਲਾਇਆ ਗਈਆਂ ਕੋਈ ਵੀ ਸੁਵਿਧਾਵਾਂ ਦਾ ਹੱਕਦਾਰ ਨਹੀਂ ਹੋਵੇਗਾ ਅਤੇ ਇਸਦੀ ਸੂਚਨਾ ਪ੍ਰਧਾਨ/ਕਾਰਜਕਾਰੀ ਅਫਸਰ ਨਗਰ ਕੌਂਸਲ ਅਤੇ ਬਾਣਾ ਪ੍ਰਭਾਰੀ, ਫਾਜ਼ਿਲਕਾ ਸਿਟੀ ਨੂੰ ਲਿਖਤ ਰੂਪ ਵਿੱਚ ਦਿੱਤੀ ਜਾਵੇਗੀ।

bagawat pk. # 261033

- 30 Days Temporary Membership
- After 30 days, with due approval of 7 Member Ecocab Management Committee Permanent Membership, with that traction men can avail all benefits
- Rules like Fine of Drink & Drive, Dress Code etc which each traction men has to follow.
- Everything is available free of cost



# Possible Threats-SWOT

- Through some marketing strategies Automobile industry may discourage and create taboo for not to use rickshaw and this may remain as vehicles for the urban/rural poor.
- Political interference to decide over the revenue collected by rickshaw pullers (traction men) through pooling or advertisement.
- Biased Unplanned physical growth (pedestrian and cycle exclusive) of the city toward motor transport may result increase the size of the city and discourage people to use rickshaw for longer distances.

# In Media –Times of India

## Radio-ricks to ecosystem rescue

Anillesh S Mahajan | TNN

**Chandigarh:** A bunch of people in smalltown Punjab may just have thought of another novel way to fight against the threat our ecosystem faces. In the first ever enterprise of its sort, former IIT Roorkee professor Bhupinder Singh, along with local NGO Graduate Welfare Association of Fazilka (GWAF) and Czech Republic-based World Car Free Network, has devised something that can be called a 'radio-rick'.

Singh, a leading name in alternative energy resource development in the country, will on Friday launch the programme in Fazilka.

The NGO representatives said with the launch, Fazilka would become to rickshaws what Anand village in Gujarat had become to milk cooperatives.

"We have taken help from the rickshaw-puller's union and not from any other government agency," said GWAF chief Umesh Kukkar.

Also, the town's residents won't need to hail a rickshaw

on the street as the people can call one by phone. The easy-to-remember numbers for calling the 'radio-ricks' will be 510041, 51, 61, 71 and 81.

So it won't just be the rickshaw bell that will ring but also phones at the call centre created specifically for the purpose.

This centre is being provided by local progressive farmer Vikram Ahuja, who owns the first private call centre for farmers of the state.

Initially, the rickshaws will be stationed at five locations in the town identified as north, south, east, west and centre. Singh said rickshaws will be available to commuters within 5-10 minutes of calling.

"This will save the time for the commuters and gives equal opportunity of work to all these pullers," said Singh. He said the average trip length within the town was less than 3 km and so these rickshaws were most suitable.

► **Setting example for bigger cities, P 2**



# Media-India Today



Navdeep Asija :: Graduates Welfare Association Fazilka, 2010



# Media-Indian Express

## *With Ecocab, Fazilka shows the way*

### Ecocabs are cyclerickshaws that are only a phone call away

RAJNI SHALEEN CHOPRA  
CHANDIGARH, APRIL 25

URBAN planners in Europe and the US may hail rickshaws as an efficient, non-polluting way to move around, but the Indian elite has always looked down upon them. The humble rickshaw now has a reason to cheer. Fazilka's 'Ecocab' project, which will celebrate its second anniversary in June, is making planners across the country sit up and take notice.

Fazilka has four call centres, one in each part of the city, where residents can telephone to call a rickshaw home. Executives in the Delhi Integrated Multi-Modal Transit System (DIMTS) want to implement this dial-in model for users of their BRT corridor buses. The Jaipur-based Kuhad Trust, which helps rickshaw-pullers own their rickshaws through a zero-interest scheme, wants to replicate the project in the Pink City, while the Punjab Heritage and Tourism Promotion Board is also looking at the feasibility of adopting this model for tourists in Amritsar.

The 'Ecocab' project, put in place by the Graduates Welfare Association of Fazilka (GWAF), is now being hailed as a pioneering initiative in the country. Dr Anvita Arora, CEO of Innovative Transport Solutions, an incubatee company of IIT-Delhi, says: "At the Urban Mobility

Conference organised by the Ministry of Urban Development in December 2009, the project received much appreciation from national and international delegates." Dr Arora, who is working on sustainable transport in various cities, is a visiting faculty member of the urban design department of School of Planning and Architecture (SPA), New Delhi.

It was on her suggestion that Kirti Dikshit, now working as an industrial designer in a design firm at Delhi, did her master's thesis on the 'Ecocab' project as part of her M.Arch course at SPA. And 'Carbusters', the journal of the World Carfree Network, has carried a detailed article on the 'dial-a-rickshaw' facility.

Anil Sethi, president of Fazilka Municipal Council, says the project has decongested the main markets, leading to better business for traders and convenience for residents. "Our cities are getting so polluted and congested that projects like the Ecocab have become imperative. The 500-odd rickshaw pullers benefiting with an additional income means the project is a boon for as many families," he asserts.

GWAF secretary Navdeep Asija adds: "BSNL is giving us seven lines. While we will have five fixed call centres, two phones will be placed at strategic points in markets

with a tea stall owner or some other small vendor."

GWAF has provided digital identity cards to the 'traction men', as Asija calls them. The cards have the entire socio-economic data of each rickshaw puller, along with his address and family profile, blood group and household income. It has also given an insurance cover of Rs 50,000 each to the rickshaw pullers, and made provision for their free medical check-up and treatment at established clinics in the city.

Says Jaspal Singh, Deputy Manager, DIMTS: "We are considering the viability of using call-in rickshaws as a feeder route for the BRT corridor. It's a people-friendly initiative, because our users face a problem coming to the bus stand from their homes."

Punjab's Principal Secretary, Tourism, Geetika Kalha has asked GWAF to prepare a feasibility report on using the model in Amritsar. "Our Tourist Information Centre can be the hub, and we can develop package tours for tourists to use dial-in rickshaws for visiting the Golden Temple, the Durgiana Temple and the Jallianwala Bagh. The model can be brilliant for congested cities like Amritsar," she says.

Harshit Kaushik, project manager for the Kuhad Trust at Jaipur, says the NGO is looking at the possibility of adopting the scheme in the Rajasthan capital.

Navdeep Asija :: Graduates Welfare Association Fazilka, 2010





# Reward : Honorable Punjab and Haryana High Court-Suo-motu

## ‘Ecocab can become viable and eco-friendly means of transport’

### ■ Hight Court makes /E report on Ecocab a PIL, sends notices to Punjab govt

EXPRESS NEWS SERVICE  
CHANDIGARH, APRIL 28

TAKING cognisance of a news item, “With Ecocab, Fazilka shows the way”, which appeared in *The Indian Express* on April 26, Punjab and Haryana High Court Chief Justice Mukul Mudgal has converted it into a public interest litigation (PIL).

Taking suo motu notice of the news item, the chief justice held: “If the facts appearing in the report are correct, the matter deserves to be looked into in this court’s PIL jurisdiction.”

The order said: “With its (cycle-rickshaws’) transformation into Ecocab, it is on the way to become a viable and eco-friendly means of transport for all. It will be available on a phone call, to be made to Ecocab booths. The initiative is praiseworthy. Various organisations

are said to be taking interest in the project. Ecocab has the potential to replace carbon dioxide emitting cars and other motor vehicles.”

A division bench comprising the chief justice and Justice Jasbir Singh has issued notices to the Punjab government.

The news item highlighted the role of School of Planning and Architecture (SPA), New Delhi, at the asking of Graduates’ Welfare Association of Fazilka (GWAF) in designing a lighter cycle-rickshaw named as Ecocab. The Fazilka Nano, as the model is named by a member of the GWAF, was launched on April 4 on the occasion of Fazilka Heritage Festival. Not only lighter in weight than the traditional rickshaw, it has been designed to give a comfortable ride to people travelling short distances in towns and cities, the report had noted.

# Project Finances

- Small Renovation of Existing Rickshaw Stand with the Help of Municipal Authorities Required.
- Behind 1500 household 1 call centre serves the purpose. Five call centre estimated cost : Rs 15000/- including Publicity budget. This can be reduced to Zero by Involving Telecom Partner
- Accidental Insurance : Rs 30/- for each traction men
- Registration, Website, ID Cards : Rs 25/- each traction men

# Way Ahead

- Got BSNL as Telecom Partner, which will provide 7 free incoming phones for all call centers.
- Coordination with FMCG companies for the advertisement of their products on Rickshaw
- Making each traction men debt free
- Global Recognition and its advocacy in other cities and towns

# Thankyou

## About Fazilka

- 165 year old historical town Fazilka of District Ferozepur, also known as Bangla, is located in southwestern Punjab (INDIA), about 325 kms west of Punjab State Capital Chandigarh, 85 km south-west of the district headquarters, Ferozepur. It is 405 kms on south of National Capital Delhi directly connected with NH-10. Fazilka is 11 km off the international border with Pakistan
- [www.lovefazilka.org](http://www.lovefazilka.org)