

# **SIAM**

Society of Indian Automobile Manufacturers

*Building the Nation, Responsibly*

## **Sustainable Mobility – Efforts of Automobile Industry**

17-01-2023

## Sustainable Mobility Imperatives: Road Safety & Decarbonization

### Four Key Challenges for India



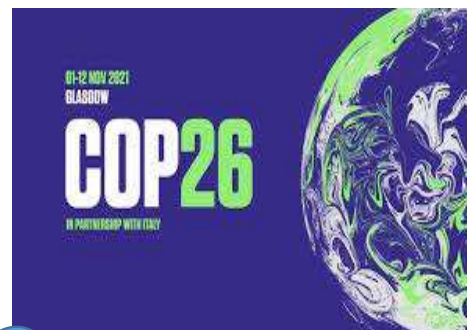
#### 1 Road Fatalities

Accounts for **11%** of global road fatalities with 1% vehicle population



#### 2 Energy Security

In FY22 **\$120 Bn** oil imports which accounts for **>85%** import dependency



#### 3 Global Commitment

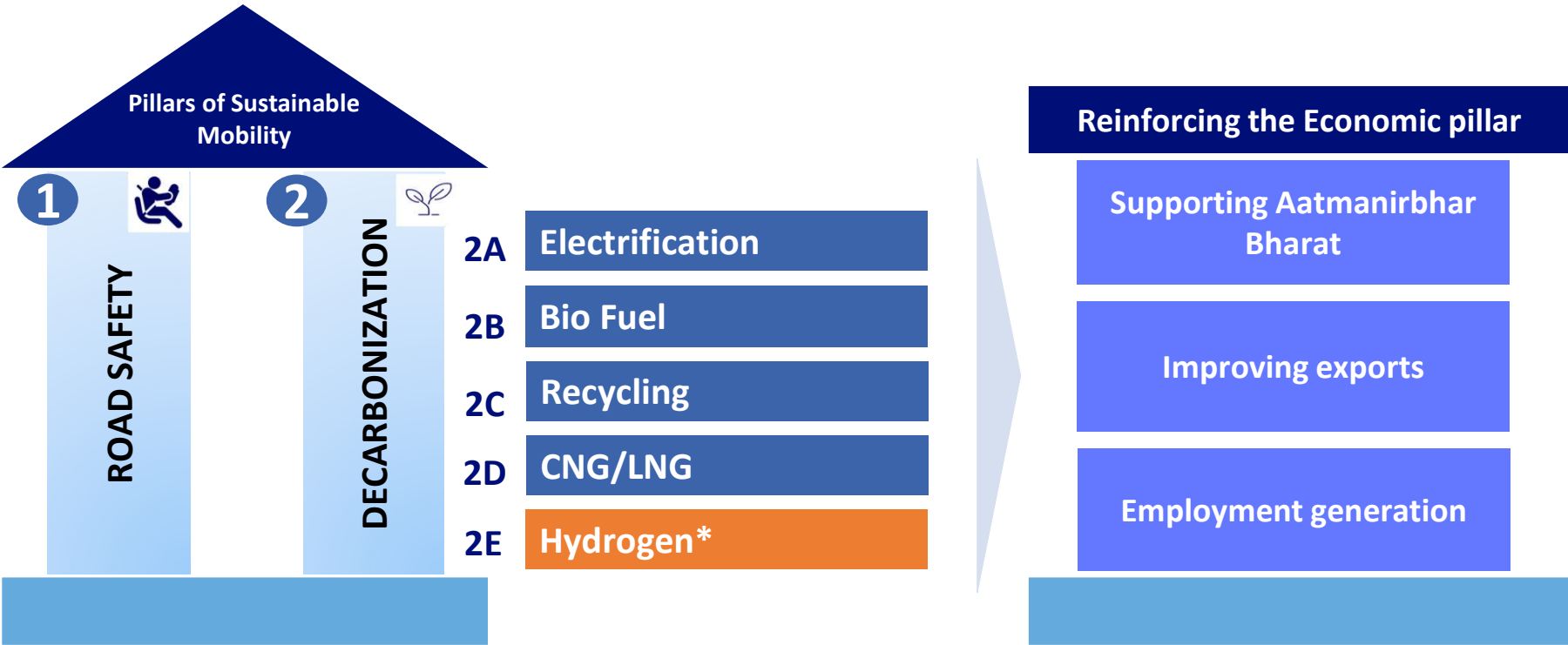
India committed to **↓45%** carbon intensity & **1 bn** tonne of CO<sub>2</sub> by 2030



#### 4 Pollution Mitigation

**22/30** most polluted cities in the world in India

**SIAM Advocacy Strategy in long run to align with Government of India's vision / priorities**

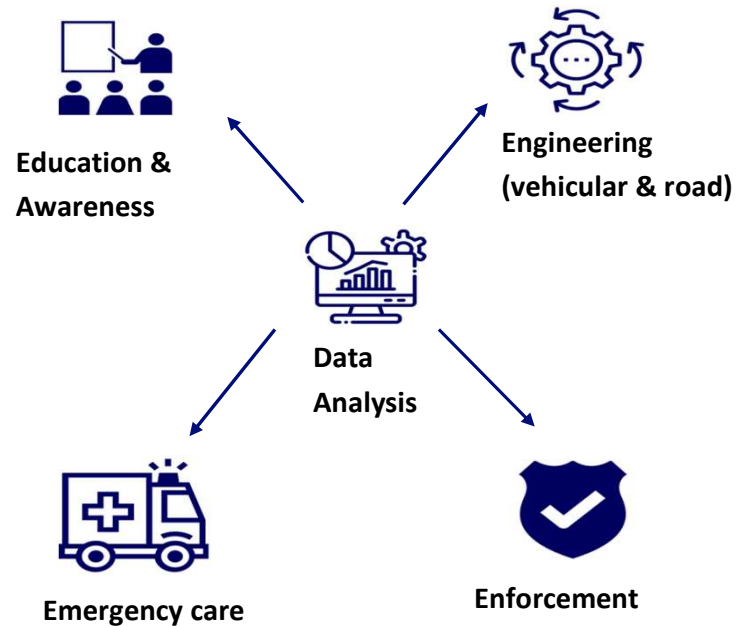


Note - \* to be taken up in second phase

# Key Message #1: **सुरक्षित दूरी घ** (Safe Journey) on Road Safety



## Key levers

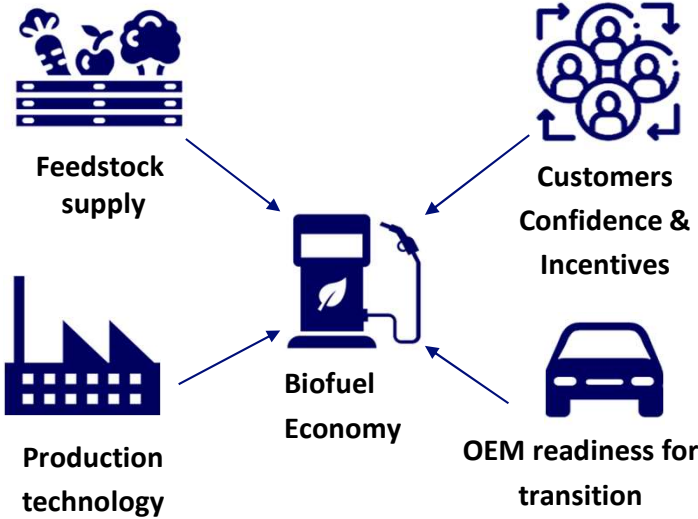


**सुरक्षित दूरी घ** (Safe Journey) is a focused endeavour of SIAM to make mobility safer by focusing on 4Es of safety

# Key Message #2: न्याय हणच (Bio-initiative) for Alternative Fuels Adoption

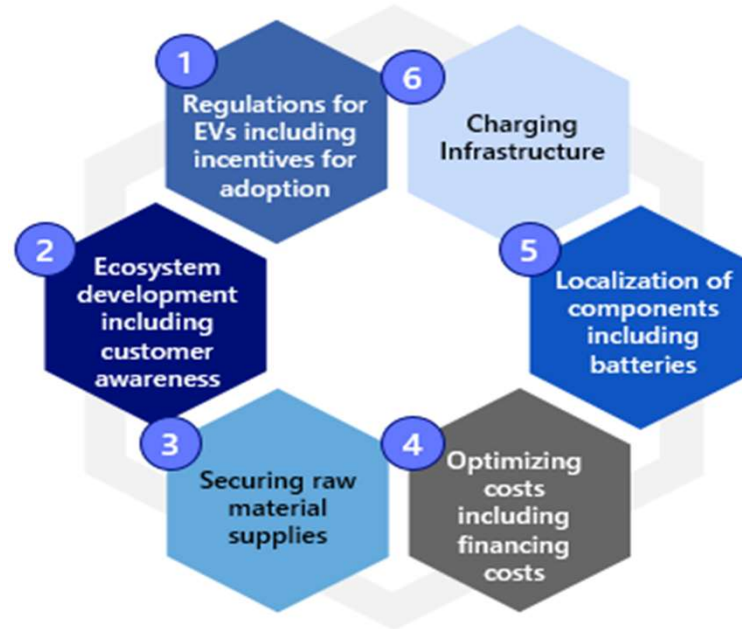


## Key levers



SIAM has begun a न्याय हणच (Bio-initiative) to help country adopt ethanol for emission reduction, energy independence and farm-based income improvement

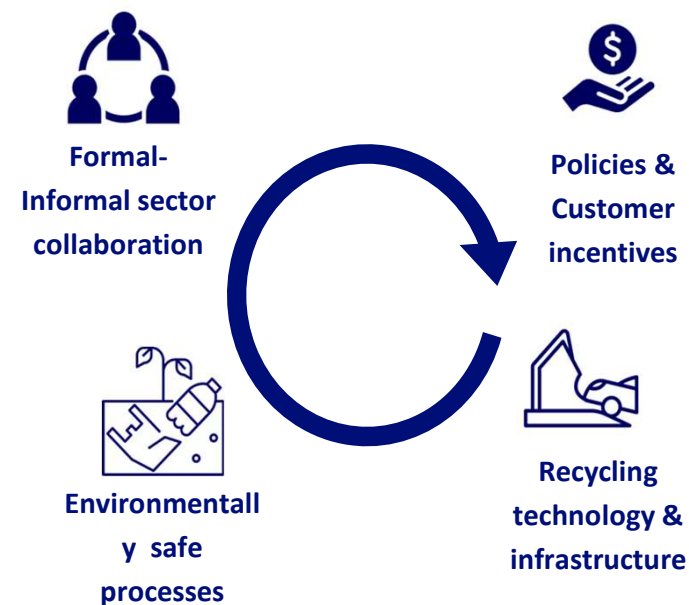
Key levers



SIAM focuses on **शुद्धाहट घर (Electrification)** strategy to play a leading role in development of E-mobility ecosystem in the country

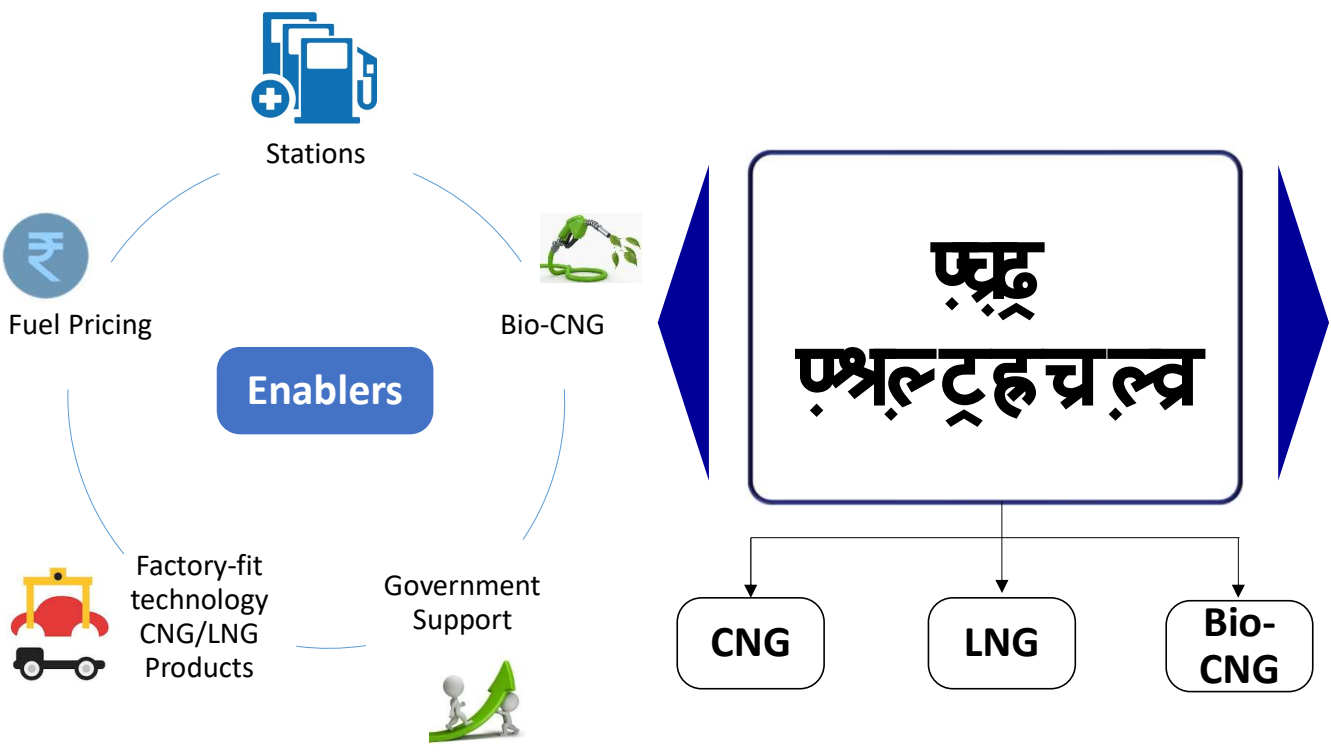
## Key Message #4: दृष्टिकोण (Circularity) for sustainable recycling ecosystem

### दृष्टिकोण (Circularity)



SIAM initiated discourse on दृष्टिकोण (Circularity) to help development of sustainable recycling ecosystem in the country

# Key Message #5: **पेट्रोल एअरल्ट्रहचलत्र**: Gas Based Mobility



## National Objectives

- Hon'ble P.M.**  
"Gas based economy is a must to achieve self reliant India"
- Hon'ble P.M.**  
"More than 400 districts would be covered under the City Gas Distribution network"
- Decarbonization**  
with high scalability & deep localization
- Bio-CNG**  
waste to wealth, SATAT scheme, Gobardhan scheme, support to farmer's income etc.

**CNG/LNG/BIO-CNG WOULD PLAY A CRUCIAL ROLE TO ACHIEVE THE NATIONAL OBJECTIVES OF DECARBONIZATION & OIL IMPORT REDUCTION**





## 1. Talk Show

- Green Tea with SIAM: Fire side chats
- Views of Industry doyens, Ministers, Bureaucrats & Think tanks



## 3. Social media posts & ads

- Reaching masses through media
- Advertisements on ethanol virtues



## 5. Conferences / Seminars

- Global trends & policy scenarios
- Upcoming technology & use cases updates



## 7. Technology Demonstrations

- Ethanol pavilion
- Working proto of Flex fuel 2W



## 9. Articles, Publications & Research

- Thematic Context Papers
- Information availability on latest research & publications



## 2. Master Class & Knowledge series

- Master Class
- Lecture Series for fostering sustainable mobility



## 4. Stakeholder engagement

- SIAM Group activities support
- International collaboration with Brazil, US, Europe, Japan & others



## 6. Observing important days

- World Environment / Bio Fuel / Energy Conservation day
- National Technology / Science Day,



## 8. Roadshows & Exhibitions

- Auto Expo'23
- Road shows



## 10. Facility Visits: National / International

- Manufacturing / production plants
- Testing, Certification and R&D

# SIAM's Ethanol Journey

## SIAM Ethanol Journey



# 12<sup>th</sup> Dec 2022 - Technology Demonstration at New Delhi



## SIAM organised a Technology Demonstration: Ethanol Adoption – Flex Fuel Vehicles in India in august presence of Hon'ble Union Minister Shri Nitin Gadkari, MoRTH



*Ribbon Cutting Ceremony*



*Unveiling of SIAM Sustainable Mobility Initiative on Biofuel Adoption: जैविक पहल : Bio- Initiative*



# Ethanol Pavilion at Auto Expo – The Motor Show 2023



# सुरक्षित यात्रा (Safe Journey) Pavilion at Auto Expo



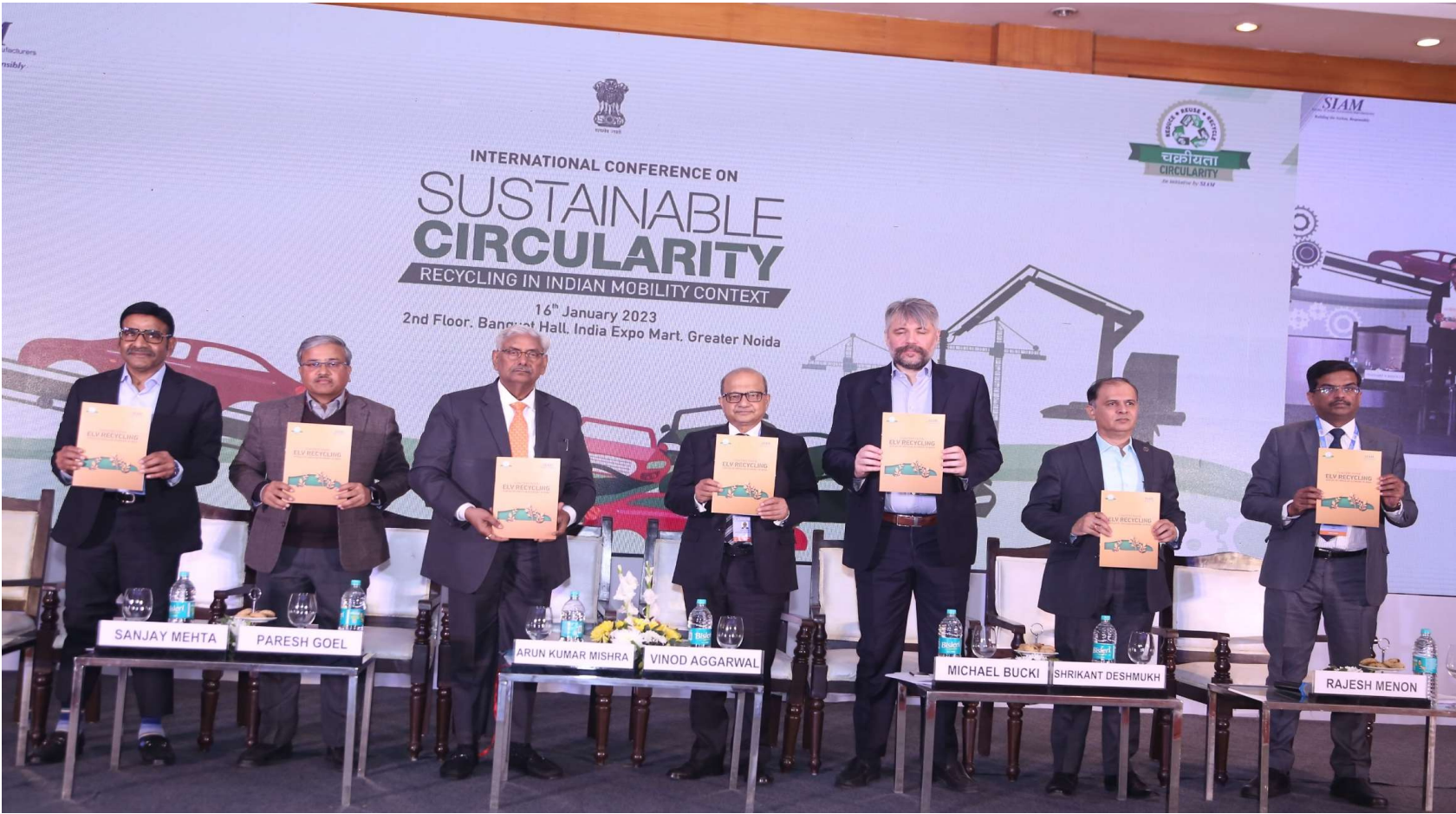


## 2<sup>nd</sup> Edition of Global Electric Mobility Summit (GEMS) at Auto Expo



SIAM launched *विद्युतीकरण* (Electrification) initiative during the conference

# International Conference on Sustainable Circularity at Auto Expo



SIAM launched **दृहगल** (Circularity) initiative during the conference

**SIAM is thankful to GoI for consultative approach of regular engagement involving all stakeholders on Sustainable Mobility Ecosystem.**

- ✓ **Auto Industry aligned to vision of government on Sustainable Mobility.**
  - ✓ **Supports time bound transition to sustainability.**
  - ✓ **Have a ready plan for Stakeholders engagement and awareness creation.**
  - ✓ **Specific interventions on requisite enablers-Standards, Notifications & Policy.**
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