



Download the carpool app!
<http://carpoolkathmandu.com/>



Carpool Kathmandu: Making a difference using accessible technology

Date: November 17th, 2015



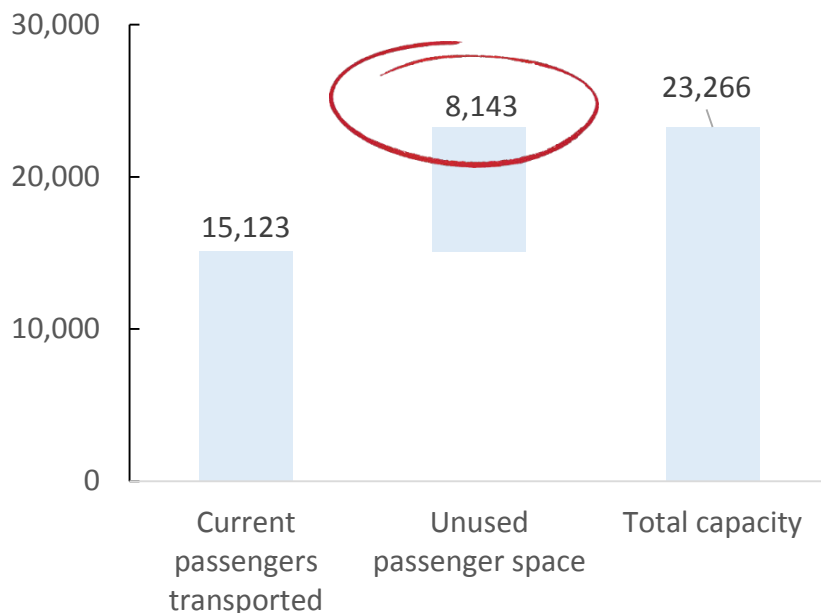
Executive Summary

- Vehicle usage efficiency rate is only **50%** in Kathmandu. One of the ways to reduce emissions is by improving the vehicle efficiency usage
- Carpool Kathmandu has ~110K users in a month and half. It has created a sub-culture and broken down many cultural barriers to ride sharing
- While the platform started amidst fuel crisis, there is a strong indication from the community to continue using the platform even after the fuel crisis eases
- Creative business models and marketing tactics can sustain the ride sharing concept and reduce the total number of private vehicles on street in Kathmandu
- Government policy support will further strengthen ride sharing behavior

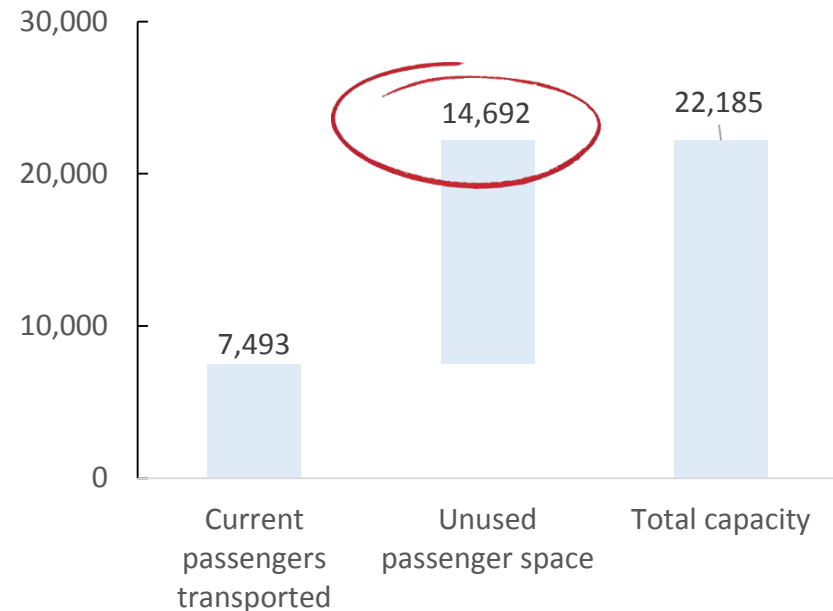
At full utilization, estimated number of private vehicles that can be reduced by ride-sharing is 7K+¹

During peak time on average ~16K (11.5K motorcycles and 4.5K cars) private vehicles ply on the streets of Kathmandu to transport ~23K passengers (2011) ¹

Average Motorcycle space utilization



Average Car/Jeep/ Taxi space utilization

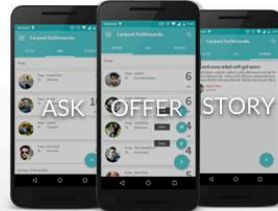


1. Estimates of vehicles during peak time, and passenger transported taken from Public Transport Quality Survey 2012, Clean Air Network Nepal. Assuming 5 passengers per car and 2 passengers per motorcycle

Carpool Kathmandu – ride sharing platform has broken down existing cultural barriers in ride sharing



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- Platform (Facebook group and Android app) to match people who need rides with people who are willing to offer their empty space
- About 110K members in about a month and half
- Members ask for lifts, using #Ask and offers lifts using #Offers, share their experience using #CarpoolStories
- Average of 1,100 Asks and Offers on a daily basis



Swoneel Pokharel

2 hrs

#Ask From Dang Tulsipur - Kathmandu !

Like Comment Share



Sagar Dev Lakhe

1 hr · Lumbini, Nepal

Today 12:30pm onwards
Butwal - Chitwan - kathmandu
1 seat available
Inbox me if anyone needed



Namrata Namow

9 November at 20:32 · Kathmandu, Nepal

The idea of pooling either car or bike really has given me the confidence to just randomly ask or give people lift and im sure alot of us here have experienced that..so on this note a big thank you to carpool ktm team and its followers n hope the idea of sharing and helping each other will remain throughout the nation always... N wish you all a happy Deepawali.#JaiNepal

94 Likes 5 Comments

Like Comment Share



AB Xtha

39 mins

#offer - jamal- soalte mode at 5:45 pm

Carpool Kathmandu – ride sharing platform has broken down existing cultural barriers in ride sharing



Suren Shrestha

13 November at 21:12

Due to lack of transportation, they came to bus park after 5 hours long foot walk for Bhaitika from far countryside. At bus park also, they didn't get any means of transportation and still have to 3.5 hours of foot walk remain to reach their destination. Felt so pity that may be many sisters are suffering from this type of difficulty due to inhuman blockade of India at this festival period around the Nepal. Gave lift to them till the way from there only half an hour foot walk remain because of fuel shortage in my bike and gave some money to child for chocolate on her way. Did a lots of carpooling in KTM on the way but this time got more satisfied doing carpooling here in Sindhuli my home town. [Thanks](#) to [Carpool Kathmandu](#) for giving inspiration..... 😊



Shristi Gurung

9 November at 22:28

Bike number 9661....[thank](#) u Dai for dropping me from ratnapark to pasicot...and [thank](#) u everyone for supporting [carpool](#) 😊

189 Likes 7 Comments



Like



Comment



Share



Kedar Chaulagain

9 November at 20:44

Was standing at chabahil, waiting to get vehicle to jorpati. I could get one but stayed watching [#TrafficPolice](#) helping people get [carpooled](#). A while after a scooter stopped by my side. Two girls: one with white sweater bought some samosa from sweets store. She distributed to 3 street kids. Those kids were sooo happy to receive food that way. Even I felt good n wanted to join her but couldn't. I don't know her except scooter number (DEO ba52pa5472). If ur somewhere here, Just wanted to say [thank](#) you. [Thank](#) you for helping exists humanity.

156 Likes 5 Comments

Carpool Kathmandu members survey indicate a high propensity to continue the ride sharing even after fuel crisis



- **Why do you share ride?**
 - 17% - Environmental reason/ congestion
 - 80% - It feels good to help
- **Do you think the ride sharing will continue even after fuel crisis?**
 - 50% - Yes
 - 20% - No
 - May be – 30%
- **Will you continue to ride share even after fuel crisis?**
 - 96% - Yes
 - 4% - No
- **On average members rank the platform at 7 (1 being Unsuccessful and 10 being Successful). Members who ranked it lower primarily mentioned the “unnecessary” posts in the platform as the main reason for ranking the platform lower → Increased the number of admins, aggressively deleted posts that did not pertain to carpool**

Government policies and economic incentive will strengthen this sub-culture of ride sharing even after fuel crisis



- **Validated business models exists to include the compensation model to further strengthen the ride sharing behavior – Uber, BlaBla car etc**
 - Business models need to be contextualized for Nepal to be effective and sustainable
- **Government policies will further help ride-sharing and reduce pollution and congestion in Kathmandu and elsewhere**
 - Designated carpooling station inside the valley
 - High Occupancy Vehicle policies
 - Congestion charges for private cars/ jeeps
 - No vehicles except emergency vehicles in crowded areas