

DELHI-NCR's CAR POOL SOLUTION

easy  **commute.com**

*Convenient & Secure Corporate
Carpool*

Key features of Easy2Commute (E2C)

- Easy2commute.com is a “**green initiative**” with an objective to reduce pollution and traffic congestion in Delhi-NCR, through carpooling.
- E2C is a **corporate car pooling solution** designed to facilitate intra and inter-company car pooling.
- E2C can save employee commuting costs as well as improve employee productivity (by reducing driving fatigue and boredom)
- E2C utilizes a comprehensive database of over 3000 areas (office and residential) in NCR region.
- Its “**vicinity search**” feature automatically suggests people living or working in close by areas.
- By joining hands with companies, E2C intends to provide **verification of credentials** of employees registering on the website. This we hope, would increase acceptability of car pooling.
- **Data security** is of utmost importance on E2C. Unless users allow, their details are not shared with any other user.
- It's a free service for users registering on the website.

How can a Corporate benefit from Easy2commute?

- Car pooling → less parking space required → **savings on parking rentals**
- Car pooling → **less cabs required** → savings on transportation expenses
- Employees do not need to drive everyday → lesser exhaustion → **greater employee productivity**
- Car pooling → **fuel savings for Employees**
- Car pooling → lesser vehicles on road → smoother traffic → employees take **less time to reach office**
- Lesser vehicles → lesser pollution → Company contributes its bit to the ENVIRONMENT!

A

B



CURRENT SCENARIO

A & B travel alone in their cars and company pays for their parking

Total cost of commuting		Who bears it
Parking charge of car A	Rs.4000 p.m.	Company
Parking charge of car B	Rs.4000 p.m.	Company
Fuel charges for car A	Rs.4400 p.m.*	A
Fuel charges for car B	Rs.4400 p.m.*	B
Total Cost	Rs.16,800 p.m.	Employee (8800) Company (8000)

* Assuming 60 km/day, 22 working days per month, 12 kmpl

A&B Carpool



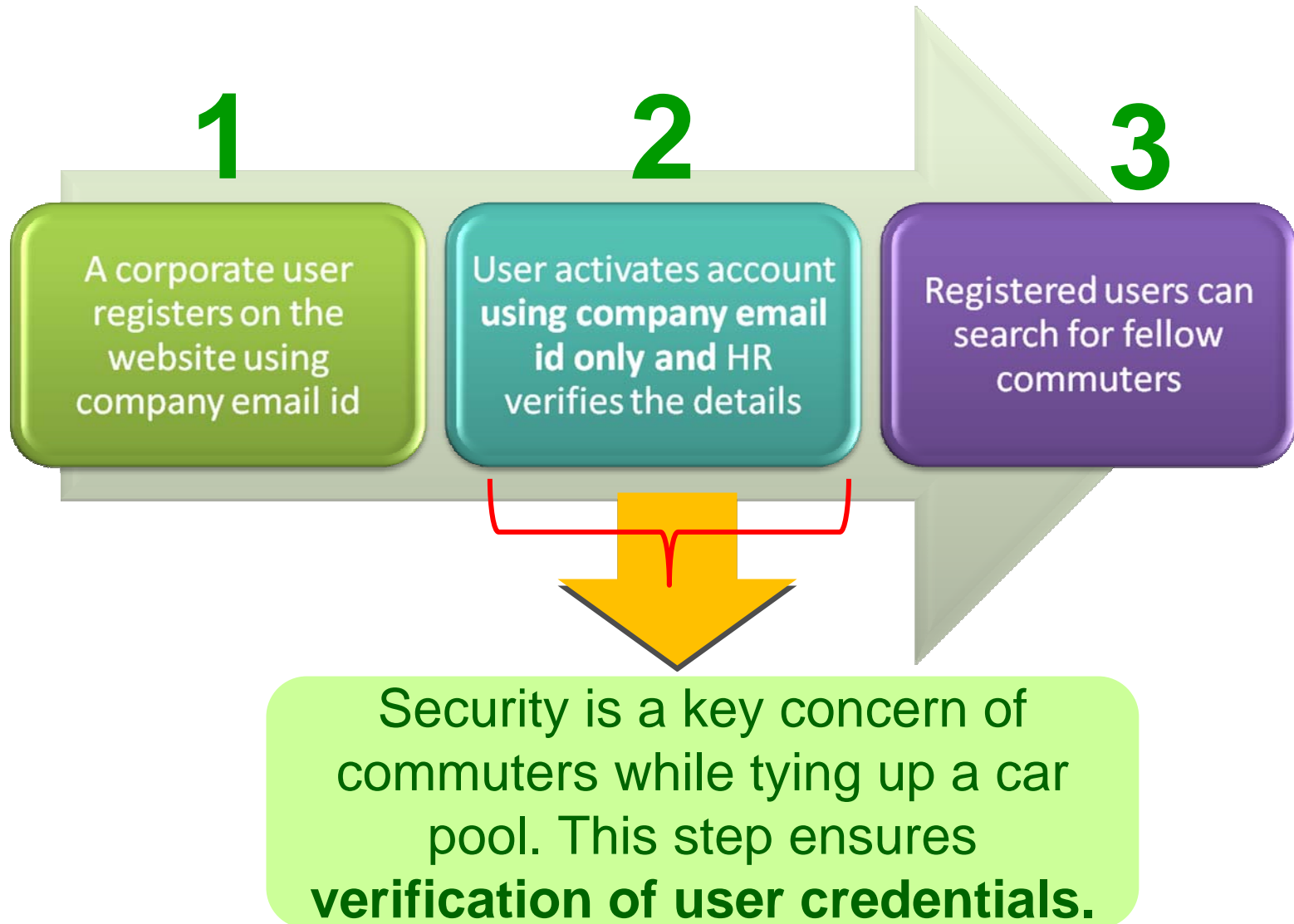
CARPOOL SCENARIO

A & B travel together in one car

Total cost of commuting		Who bears it
Parking charge of car A	Rs.4000 p.m.	Company
Fuel charges for car A	Rs.4400 p.m.	A & B share
Total cost	Rs.8,400 p.m.	Employee (4400) Company (4000)
Savings	Rs.8,400 p.m.	Employee (4400) Company (4000)

There is a net saving of Rs.48,000 p.a. per carpool for the company which could be shared with employees as an incentive to car pool

How does Easy2Commute.com work?



What data is asked from a user on Easy2commute and how data security is ensured?

User Detail	Visible on website	Comments
Name	No	Used for HR verification process
Official Email Address	No	Used for user authentication and HR verification process. Users have the option to use their personal email address for receiving car pooling requests.
Company Name	Yes	Also used for HR verification process
Designation	No	Used for HR verification process. Users have the option to display their Designation.
Gender	Yes	Also used for HR verification process

Step 1: User signs up on easy2commute.com

easy2commute.com

Home

Login

Register

Search A Pool

About E2C

FAQ

Contact Us



New Member Registration

*mandatory fields # hidden fields (will not be visible)

Username*	<input type="text"/>	(your name as seen by others)
Office Email*	<input type="text"/>	# (will also be used for password recovery)
Password*	<input type="password"/>	Why do you need my Office Email?
Re-type Password*	<input type="password"/>	
Alternate Email	<input type="text"/>	#
Name*	<input type="text"/>	#
Office/Organisation*	<input type="text" value="Select"/>	
Designation*	<input type="text"/>	
Gender*	<input checked="" type="radio"/> Male <input type="radio"/> Female	

I have read and accept the [Terms and Conditions](#)

SUBMIT

- During registration the user gives basic professional details like Name, Company Name, Work Email and Designation
- A “activation code” is sent to the user on his official email id, which will be required for account activation

Step 2: Pool Search

easy2commute.com

Welcome **Guest** !

Home

Login

Register

Search A Pool

About E2C

FAQ

Contact

Search for a car pool

From: [Show on Map](#)

To: [Show on Map](#)

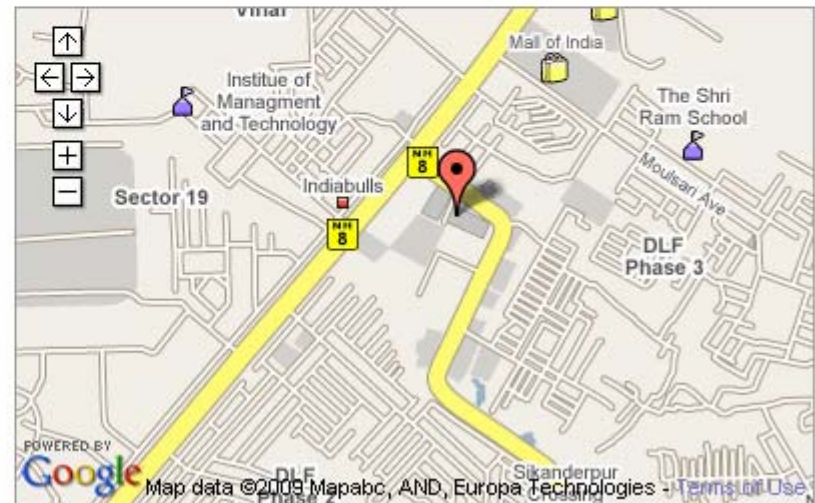
Start Time: :

Infinity Towers (Gurgaon) [FROM] [TO]

Did you mean...

DLF Cyber City ? [FROM] [TO]

DLF City Phase 2 ? [FROM] [TO]



- User inputs “From” and “To” locations through text or visual **map**
- The search engine ‘automatically suggests’ from a comprehensive database of areas in NCR.

Step 3: Contact potential pool partners

Search results for **Sukhdev Vihar (Delhi)** to **DLF Cyber Greens (Gurgaon)** starting between **0825** and **0905 hrs**

Male Female Search all users Search verified users only Search within km of specified location

	Pooler	From	To				etails
<input type="checkbox"/>	toolika	Sukhdev Vihar	DLF Cyber City				
<input type="checkbox"/>	parth	Sukhdev Vihar	Infinity Towers				
<input type="checkbox"/>	ambrishbajaj	Sukhdev Vihar	Infinity Towers				
<input type="checkbox"/>	kanika	Sukhdev Vihar	Infinity Towers				
<input type="checkbox"/>	bmb	Sukhdev Vihar	DLF Cyber Greens	08:40	PricewaterhouseCoopers		
<input type="checkbox"/>	shekhar	Sukhdev Vihar	Sector 29	08:45	One97 Communications		
<input type="checkbox"/>	anand	Sukhdev Vihar	DLF Cyber Greens	08:45	One97 Communications		

7 pooling options found! = verified user*

toolika

Status: HR Verification is pending
Office: Siemens Power
Designation: Engineer

From: Sukhdev Vihar (Pocket A)
To: DLF Cyber City (Building 8 PwC office)
Start Time: 08:25

Pooling preference: Take Ride

Contact Selected Poolers

- The smart **'vicinity search engine'** looks through areas close to user's From/To location and increases pooling opportunities
- User can **filter search results** by **gender**, **verification** status, **distance**.
- When a user contacts potential poolers, only his/her userid, gender, from/to location, travel time, place of work and designation is sent in the message.
- **The identity/contact details of the users are not revealed** till they give consent to consider each other as potential car pooling partners

We are keen to tie up with your company:

- Support from your HR/Admin for online verification of your employees (basic details only*) who sign up on the website for availing carpool service.
- Promotion of the carpool concept among your employees through intra-Company communication and during employee meets.
- Sensitising employees on importance of pooling for improvement of traffic and environment.

***Employee name, Office email, Designation, Gender**

About Us

Easy2commute.com has been designed to facilitate car pooling among corporate employees thereby conserving fuel, saving money and reducing pollution as well. It's a social venture meant at improving the environment.

The website is a personal initiative of Abhishek Rajan & Ambrish Bajaj who are graduates from Delhi College of Engineering (DCE). They subsequently completed their MBA from IIM Ahmedabad & XLRI Jamshedpur.

Please contact us with your suggestions on how to make this solution more effective and secure at:

Abhishek Rajan: abhishek@easy2commute.com (+91 98997 60290)

Ambrish Bajaj: abajaj@easy2commute.com (+91 99108 77799)

people

ART EXHIBITION

Check out art show Straight Forward by artist Sarang Singla at Epicentre. From May 1-6.



Green Gurgaon: Three young corporates think of small ways to make a big impact



S. BURMAULA

NAVNEET MENDIRATTA

If there is anything that the planners went wrong with in Gurgaon, it is the transport and parking facilities. With the absence of public transport system in the city, commuting to and from Gurgaon perhaps accounts for a bigger stress factor than work pressure for employees. This has led to a lot of people depending on their own means to meet their travel needs — a situation that could easily lead to traffic explosion of sorts in the NCR. A thought good enough to set the alarm bells ringing ... and drive two young Delhi

College of Engineering passouts and professionals — Amrish Bajaj and Abhishek Rajan — to look for ways to make life easier for NCR commuters and work towards energy conservation and start a website devoted to carpooling.

Called Easy2commute.com, this website facilitates carpooling between people in the NCR. "Parking is a huge problem in the NCR, especially Gurgaon," says co-founder Bajaj, who works as a senior consultant with PricewaterhouseCoppers Pvt. Ltd. in Gurgaon. "Even if you happen to find a place for your car, you or your company will have to shell out somewhere between Rs 3,000 to

Smooth ride

4,000 per month. Besides, no matter how much the city expands its infrastructure, it would not be able to handle such large numbers of cars. Unable to handle the parking stress, new companies are passing the cost to the employees," he says. The environment is, of course, at the receiving end of this exploding traffic.

The website has options like contacting only "secure users", (whose credentials have been confirmed by the respective employer) and choice of gender while searching for carpool

"Easy2commute.com is a secure carpool solution for corporates in Delhi-NCR. It enables corporate employees to find a travelling partner for their daily commute," says Bajaj. According to him, while the co-travelers save on fuel cost (and make their travel less boring and office hours more productive), the companies save on parking and employee transportation costs.

What makes the website credible are its user-friendly and secure features. For example, the website allows only genuine corporate users to register on it. "That is while registering, the web-

site requires you to provide your official email id. The website then shoots a mail to that id offering a access to the website," says Bajaj. For further security, the website even has the provision for verifying with the HR of respective companies.

For the users, the website has options like contacting only "secure users", (whose credentials have been confirmed by the respective employer) and choice of gender while searching for a carpool. There is also this 'intelligent area search' feature of the website which automatically suggests available carpools in the vicinity of the user's selected area. "All the user is required to do is enter place and time he/she wants to pool to and from, and the website will sift and display options," he says.

As of now, the website has registered users from corporate houses such as Alcatel-Lucent, E&Y, One97 Communications, Winkle, Aricent, Wipro, Pulsar Knowledge Centre, Mentor Graphics, Deloitte, PwC, Accenture, Adobe, ST Microelectronics, Canon and more new users are joining everyday from across NCR cities. Of these, about 20 per cent of the registered employees are women. And at the pace and the intent with which the two young men are taking it forward, the service is sure to catch up. "Even if two people are pooling together, it reduces the number of vehicles to half. That may not be the number we aim to reach but certainly good enough for a start," says Bajaj. We agree.

Thank you for your time and anticipated support!

