



## Nudging Bengaluru Forward: STAMP Challenge Winners Announced

**Bengaluru, India (9th July, 2025):** The Bengaluru Metro Rail Corporation Limited (BMRCL), Bengaluru Metropolitan Transport Corporation (BMTCL), and the Electronics City Industries Association (ELCIA), in collaboration with Toyota Mobility Foundation (TMF) and WRI India today announced the selected innovators of “**STAMP: Nudging Commuter Behaviour**”- a pioneering initiative that leverages behavioural science and technology to help public agencies lower emissions, reduce traffic congestion, and encourage commuters to shift from personal vehicles to shared and sustainable modes of transport.

The four successful groups, selected from a pool of 32 applications, **are CommuteVerse, Nippon Koei, Orbit Wallet and Tummoc** will receive a combined grant of USD 100,000 to demonstrate their solutions. Pilot demonstrations are set to roll out in August 2025 in and around Bengaluru's Electronics City – a major employment hub that is set to be connected with Namma Metro's Yellow Line.

### About the STAMP Innovation Challenge

As part of this broader initiative, the **Station Access and Mobility Program (STAMP)** launched an innovation challenge on April 11, 2025, inviting startups, technology firms, and solution providers to co-develop scalable mobility interventions that can increase metro ridership, especially in last-mile segments.

The challenge focused on solutions that incorporate:

- **Gamification** – Offering rewards and incentives for choosing low-carbon commuting options.
- **Real-time Nudges** – Deploying contextual, time-sensitive messaging to promote shared and efficient mobility.
- **Inclusive Access** – Improving first- and last-mile connectivity, affordability, and safety using commuter-centric behavioural cues.

Finalists will receive tailored support across three areas:

1. **Enterprise Enablement** – Tools for pilot design, business model development, and stakeholder engagement.
2. **Exposure** – Access to mentors, experts, and government stakeholders for guidance and feedback.
3. **Financial Support** – Grants and awards for prototype development and implementation.

### About the Selected Innovators

**Nippon Koei Business Partners Co., Ltd.**

Nippon Koei Business Partners Co., Ltd. (Singapore Branch) is part of ID&E Holdings, headquartered in Tokyo, Japan, with 75 years of experience in social infrastructure projects. The organization comprises of urban planners, architects, transportation planners, data scientists, and analysts. NKBP also collaborates with regional mobility platforms on road safety initiatives and has developed a Healthy City Framework that was exhibited by the Urban Redevelopment Authority in Singapore.

### **Orbit Wallet**

Orbit Wallet is a digital platform that integrates transit, payments, and access services into a single card and mobile application. It is built on the National Common Mobility Card (NCMC) framework developed by the National Payments Corporation of India (NPCI). The platform enables users to make payments and access services across multiple domains, including metro systems, bus networks, ferries, retail outlets, EV charging stations, and event venues. Orbit Wallet aims to provide a unified tap-and-go experience for daily transactions in urban environments.

### **Tummoc**

Tummoc is a mobile application designed to support multi-modal public transport in India. It offers features that allow users to discover, plan, and pay for daily commutes involving buses, metro systems, suburban trains, and last-mile services through a single platform. The app is currently operational in 22 cities across the country. Tummoc integrates multiple modes of transport to facilitate trip planning and fare payment within urban areas.

### **CommuteVerse**

CommuteVerse BLR is a mobile-based platform proposed to promote sustained public transport use among tech employees in Electronic City, Bengaluru. The platform is designed to create a behaviourally intelligent, gamified commuting experience by aligning individual behaviour, employer participation, and transit system feedback.

### **Quotes**

“STAMP was initiated in 2016 by Toyota Mobility Foundation and WRI India to promote better multimodal integration with the metro, thereby providing the best commuter experience. In this iteration of STAMP, we aim to demonstrate how behavioral science can be seamlessly integrated into transport planning to create practical commuter-first solutions that are sustainable. Through this challenge, we have seen innovative ideas that can encourage community focused decision making and are excited to see these solutions piloted in a real-world setting which sets the stage for replication across Bengaluru and thereafter in other cities.”

— **Pras Ganesh, Executive Program Director, Toyota Mobility Foundation Asia**

“As Electronics City evolves into a high-growth technology and employment hub, efficient mobility becomes central to its sustainability. The STAMP initiative reflects our belief that innovation must be human-centered. It’s not just about moving people—it’s about enabling better everyday choices. By working with public agencies, global foundations, and solution providers, we are fostering a collaborative ecosystem where infrastructure, innovation, and inclusivity, go hand in hand. We look forward to supporting the pilots and integrating the learnings into the wider mobility landscape of Electronics City.”

— **Sriram Kumar V, President, Electronics City Industries Association (ELCIA)**

“The STAMP Challenge marks a new way of approaching urban mobility—blending technology with behavioural insights to shape real-world travel choices at corporate scale. It offers a model for effective public-private collaboration: data-driven, locally relevant, and scalable. These pilot solutions have the potential to lower emissions and ease congestion, by providing sustainable

mobility to 200000+ commuters to Electronics city and subsequently beyond Bengaluru.”—  
**Srinivas Alavilli, Fellow, Integrated Transport and Road Safety, WRI India**

### **About Toyota Mobility Foundation**

The Toyota Mobility Foundation (Chair Akio Toyoda) was established in August 2014 by the Toyota Motor Corporation (Toyota) to support the development of a more mobile society in which everyone can move freely. The Foundation underscores Toyota's ongoing commitment to continuous improvement and respect for people. It utilizes Toyota's expertise and technologies to support strong mobility systems while eliminating disparities in mobility. TMF works in partnership with universities, governments, non-profits, research institutions and other organizations, creating programs that are aligned with the UN Sustainable Development Goals (SDGs) to address mobility issues around the world.

Chair Akio Toyoda commented “TMF aims to create a truly mobile society that will help people live better lives no matter where they are.”

In the past, TMF has led a range of Challenges, including the global [Mobility Unlimited Challenge](#), [CATCH](#) in Malaysia, [InoveMob Challenge](#) in Brazil and [STAMP Challenge](#) in India. You can find out more about TMF and how it is governed at [toyotamobilityfoundation.org](http://toyotamobilityfoundation.org).

### **About WRI India**

WRI India, an independent charity legally registered as the India Resources Trust, provides objective information and practical proposals to foster environmentally sound and socially equitable development. Through research, analysis, and recommendations, WRI India puts ideas into action to build transformative solutions to protect the earth, promote livelihoods, and enhance human well-being. To learn more: <https://wri-india.org/>

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