

## GPS Devices to Increase Efficiency of Indian Auto-Rickshaw Segment

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**Abstract :** There are various modes of transport in metro cities in India, auto-rickshaws being one of them. Auto-rickshaws provide connectivity to all the places in the city offering last mile connectivity. Among all the modes of transport, the auto-rickshaw industry is the most unorganized and inefficient. Although unions exist in different cities they aren't good enough to cope up with the upcoming advancements in the field of technology. An introduction of simple technology in this field may do wonder and help increase the revenues. This paper aims to organize this segment under a single umbrella using GPS devices and mobile phones. The paper includes surveys of about 300 auto-rickshaw drivers and 1000 plus commuters across 6 metro cities in India. Carrying out research and analysis provides a base for the development of this model and implementation of this innovative technique, which is discussed in this paper in detail with ample emphasis given on the implementation of this model.

**Keywords :** auto-rickshaws, business model, GPS device, mobile application

**Conference Title :** ICSRD 2020 : International Conference on Scientific Research and Development

**Conference Location :** Chicago, United States

**Conference Dates :** December 12-13, 2020