Taxi driving in Mumbai – disruption or business as usual?

Tobias Kuttler

Munich Center for Technology in Society and
Chair of Urban Structure and Transport Planning
Technical University of Munich

Changing Unsustainable Mobility Cultures
mobil.LAB Final Conference
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Agenda

1. Background to the topic
2. Need to do research on the taxi drivers‘ perspective
3. Theory and methodology
4. Overview of the changes in the taxi sector in Mumbai
5. Two different taxi spaces and logics
6. Shared taxi spaces and networks
7. Conclusion and impact of Covid-19
Drivers‘ Perspectives
Theory and Methodology
The changing taxi sector of Mumbai

<table>
<thead>
<tr>
<th>Year</th>
<th>Cab aggregators</th>
<th>Taxi</th>
<th>Rickshaws</th>
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</thead>
<tbody>
<tr>
<td>2006</td>
<td>Ola launched in Mumbai</td>
<td>Fleet taxis introduced AC taxis („Cool Cabs“)</td>
<td>Ban on new permits since 1997</td>
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<td>2010</td>
<td>Uber launched in Mumbai</td>
<td>Switch to electronic meters</td>
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<td>2013</td>
<td>Uber launches incentive structure</td>
<td>Protests by taxi unions</td>
<td>Protests by auto unions</td>
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<td>2014</td>
<td>Ola and Uber lower incentives</td>
<td>Taxis strike against Uber/Ola</td>
<td>Autos strike against Uber/Ola</td>
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<td>2015</td>
<td>Algorithm changes</td>
<td>Taxis strike against Uber/Ola</td>
<td>Autos strike against Uber/Ola</td>
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<td>2016</td>
<td>Fleets introduced</td>
<td>Ola/Uber to court</td>
<td>New auto permits issued</td>
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<td>2017</td>
<td>MH City Taxi rules</td>
<td>Ola/Uber drivers strike</td>
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<td>2018</td>
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<td>2019</td>
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Two different taxi spaces and logics
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Shared taxi spaces and networks
Conclusion and impact of Covid-19

Thank you for listening!
Bibliography


