

Deccan Herald » City » Detailed Story

Infosys makes efforts to check traffic congestion

DH News Service, Bangalore:

It literally pays to be early to work-thats the message that Infosys Technologies is conveying to the world through its INSTANT, a collaborative project between Infosys Technologies and Stanford University.

Altogether 500 Infoscions have reaped the fruits of this project, launched on October 6 this year.

Delivering a lecture on "An incentive mechanism to decongest traffic" organised at Centre for Public Policy in IIM-B campus here on Friday, Balaji Prabhakar, Associate Professor of Electrical Engineering and Computer Science at Stanford University said the project, aimed at decongesting traffic, had become immensely popular among the employees at Electronic City.

It provides cash incentives on a weekly basis depending on the swipe timing. Employees who swipe before 8 am earn 1.5 credits, those who reach between 8 and 8.30 am earn 1 credit while those who arrive after 8.30 am do not earn any credit. The official check-in time is 8.15 am. The scheme has definitely motivated many to leave their homes early and thereby not contribute to the peak hour rush, he added.

A total of 7,619 Infoscions, including 5,123 bus commuters and 2,496 non-bus commuters are still in the run for awards. The project would conclude in December.

Another experiment of fitting GPS receivers to two company buses, one leaving from Jayanagar and another from Kengeri revealed the time saved by reaching office early and leaving for home early. Half an hour in the morning and evening was saved for a person who chose to start early, the GPS readings revealed.


Worldwide experience


A survey of measures undertaken worldwide to combat congestion has also revealed that levying fines for violation and offering financial incentives for opting decongestion measures have proved successful.

London imposed charges on vehicles entering a congested zone between 7 am and 6 pm and this brought down traffic by 21 pc in the area.

The Stanford Commune Club in Stanford offered \$234 "Clean Air Cash" to those who did not use their car. Singapore has adopted an "Electronic Road Pricing," which ensured decongestion on major roads.

"The measures have contributed for decreasing road traffic by 25,000 vehicles, popularising car pooling and thus increasing speed of vehicles on roads by 20 pc," he pointed out.

 [E-mail this Page](#)

 [Print this Page](#)

[comment on this article](#)