



STAMP Nudge Challenge Moves Into Implementation Phase With Orbit Wallet Card

Bengaluru, 10 November 2025: The Electronics City Industries Association (ELCIA), Toyota Mobility Foundation (TMF) and WRI India, with support from BMRCL and BMTC, today announced the launch of Orbit Wallet RuPay prepaid cards for employees of ELCIA member companies under the Station Access and Mobility Program (STAMP): Nudging Commuter Behaviour – echoing the spirit of World Public Transport Day by encouraging greater use of public transport along the Namma Metro Yellow Line through behavioural science and tech-driven solutions.

Orbit Wallet cards are **National Common Mobility Card (NCMC)**-compliant RuPay prepaid cards that integrate public transport, shopping, payments and access to multiple services. Under the STAMP program, these cards will be used to promote smart and sustainable commuting across Electronics City by enabling commuters to seamlessly pay for public transport and other eco-friendly transport options. Orbit Wallet is one of the **winners of the STAMP Nudge Challenge**, and the cards launched today have been specifically designed for ELCIA employees.

“Today, many companies generously support personal vehicle use through reimbursements for fuel, drivers, and parking—but this also creates a big opportunity to extend similar or better benefits to employees who choose public transport. Through Orbit Wallet’s smart cards, we’re enabling corporates to directly deposit travel reimbursements for employees who use metros and buses, rewarding sustainable commuting choices. We’re beginning this initiative with the Yellow Line, bringing innovation and convenience to public transit through smart, interoperable payment solutions.,” said **Shikha Chouksey, Co-Founder, Orbit Wallet**.

“Toyota Mobility Foundation is pleased to work with ELCIA and WRI India to scale solutions that make sustainable choices simple and rewarding,” said **Pras Ganesh, Executive Program Director, Toyota Mobility Foundation**. “Through the STAMP Nudge Challenge and the Orbit Wallet pilot, we are demonstrating how incentives, digital tools and strong local partnerships can shift everyday commutes toward public transport and improve quality of life in business districts like Electronics City.”

“Electronics City is home to thousands of daily commuters, and improving their experience with public transport is central to our vision for a smarter, more sustainable business district,” said, **ELCIA**. “By introducing Orbit Wallet cards, we hope to demonstrate a

practical, scalable model that can be replicated across other employment hubs in Bengaluru.”

Srinivas Alavilli Fellow, Integrated Transport, WRI India said “The objective of Nudge Challenge is to introduce innovative incentive mechanisms for employees of Electronics City to switch to public transport. Today we launched Orbit Wallet Cards in association with ELCIA. Orbit Wallet card users in ELCIA will receive benefits of Rs 1500 to switch to Metro. We hope this inspires the 200+ MSMEs in ELCIA to roll out these cards to their employees in the coming days. We are also working with several corporates in E City to introduce different types of innovations.”

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 usage, especially in last-mile segments.

The challenge focused on solutions incorporating:

- **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 behavioral cues.

Finalists received 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 Toyota Mobility Foundation

[Toyota Mobility Foundation](#) (Chair Akio Toyoda) was established in August 2014 by 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. “TMF aims to create a truly mobile society that will help people live better lives no matter where they are,” says Chair, Akio Toyoda.