



PERSPECTIVE:

The Problem

Over 3 million Indian laborers still rely on manual carts.

They burn thousands of calories each day

78% suffer chronic spinal strain

Earn often less than ₹300/day

Exposed to 4x WHO-safe pollution levels

Average lifespan: 52 years.



The measure of a society is how it treats its most vulnerable members.



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India Is Heating Up

“It’s not just hot. It’s inhuman.”

India crossed 47°C — heatstroke & collapse are rising

Metal carts radiate heat; no relief for workers

Cities choke under climate injustice

Their work, already difficult, is becoming unbearable. What does dignity mean in a world where survival itself is at risk?



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Animals Deserve Dignity Too

Across many Indian cities, animals like horses, donkeys, and oxen are still used to pull overloaded carts in extreme heat — often without water, rest, or care. When they collapse from exhaustion or injury, they are not rescued... they are beaten.

One image says it all: a horse collapsed under the sun, being slapped by its keeper. This is not tradition. It's abuse — normalized on our streets.



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Option 1: Retrofitting

Convert eligible old trikes into electric with ergonomic upgrades and solar-ready roofs.

Cost: ₹28,000–₹32,000

Fastest path for familiar workers

Requires basic frame integrity



Option 2: Modifying Existing Trikes

For carts that aren't electric-ready but still usable, we strengthen frames, enhance load balance, and add modern features to ease strain and heat exposure.

Cost: ₹10,000–₹15,000

Can be upgraded further later

Ideal for light users or limited capital zones

Option 3: New Tirare Trikes

Designed from the ground up: modular, battery-powered, shaded, repairable.

Cost: ₹45,000–₹55,000 (target price)

Built for scale, safety, and pride

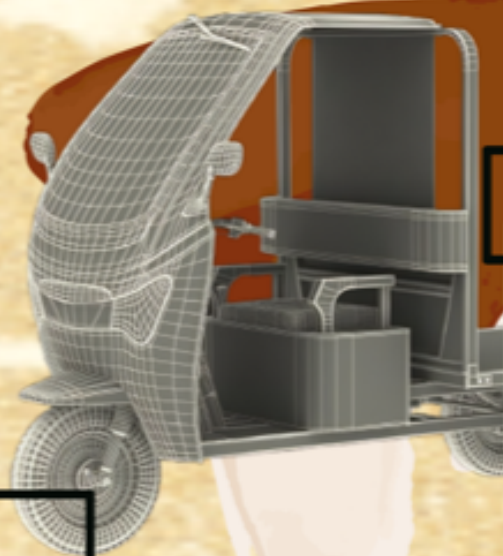
Lifetime serviceability + battery swap support



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PAYMENT MODEL



Plan C: Pilot Trial (CSR/Govt/Urban Projects)
Upfront: ₹0

Trial Duration: 3 months

Includes: Free use, training, and support

Post-Trial Options: Shift to Plan A or B

Best for: Trust-building in new areas, or CSR-backed urban pilots

Availability: Limited slots — based on sponsorships or Tirare-run pilots

Plan B: NGO/SHG-Backed Microloan
Upfront: ₹0

Monthly Payment: ₹1,500–₹2,000/month

Duration: 24–30 months

Payment handled by: Partner NGO or Self-Help Group (SHG)

Best for: Group lending ecosystems (rural collectives, urban SHGs)

Benefits: Shared risk, stronger repayment support, financial literacy built-in

Available for: New trikes & retrofitted units

Customizable: Bulk NGO or CSR partnerships may reduce cost

Plan A:

Pay-as-You-Go (Primary)
Upfront: ₹0

Includes:

Full maintenance

Battery swaps

Theft insurance (for eligible vendors)

Best for: Daily-wage earners without savings or credit access

Available for: All 3 trike types (new, retrofit, modified)

Notes: Pricing adjusted based on actual upgrade cost. Lower daily rates (~₹30–₹50) for cheaper retrofits/modifications.

Daily Payment: ~₹60/day

Duration: ~25–30 months

Can Workers Afford ₹60/day?

Real Talk:

₹60/day is justifiable if the trike helps them earn more or work less.
They can take more trips = more earnings.
Less fatigue = more hours.
Electric = prestige & better clientele.

But for lowest-income workers, ₹60 might still be too much some days.
That's why Plan B (NGO-backed microloan) or Plan C (pilot) is critical as a buffer.

❌ No Worker Left Behind

"We believe dignity cannot wait for affordability."

All plans are zero upfront by default.

We adjust repayment timelines for those with tighter constraints.

Trikes remain with Tirare until ownership completes, reducing misuse risk.

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Every Tirare electric trike is a transformation — not just of transport, but of a worker's life. Compared to manual cycle rickshaws still used by over 3 million Indian laborers, our electric carts offer up to 5× higher daily income, empowering workers to earn ₹500–₹1,000 per day instead of struggling for ₹60–₹150. The ergonomic electric assist dramatically reduces spinal strain and fatigue, especially during India's extreme summers where heat regularly exceeds 47°C. While traditional pull-carts demand 8–12 hours of punishing labor, a Tirare trike allows vendors to work more efficiently and safely for similar hours — making 2–3× more deliveries without exhausting their bodies.

Unlike carts that limit vendors to narrow zones, electric trikes extend their range and access to clients and businesses. The shaded cab and comfortable seating bring dignity to the streets, making every vendor more visible, respected, and professional. No longer ignored or dehumanized, they become recognized as the vital force that keeps India's informal economy moving — with dignity by design, not by chance.



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SDGs

SDG 1:

**END POVERTY — OWNERSHIP-DRIVEN
UPLIFTMENT**

SDG 3:

**HEALTH — LESS PHYSICAL STRAIN,
BETTER AIR**

SDG 8:

**DECENT WORK — GREEN DIGNIFIED
EMPLOYMENT**

SDG 9:

**INNOVATION — SUSTAINABLE
MOBILITY AT SCALE**

SDG 11:

**BETTER CITIES — EMPOWERED
INFORMAL WORKERS**

SDG 13:

**CLIMATE ACTION — CUT LAST-MILE
EMISSIONS**



INVITATION TO GLOBAL INSTITUTIONS



Tirare

invites you to co-create this new
labor economy —
one of dignity, sustainability, and
shared prosperity.

India Is Heating Up

THE ECONOMIC TIMES
English Edition • Today

ities cross 42°C in first
warn of worse ahead

