



INSIGHTS FROM ACTIONS

FACTS, FIGURES & FINDINGS FROM THE GROUND

THE POWER OF NUDGE

Last quarter, we sent our Solve Ninjas across Bangalore and Chennai 30 behaviour-based nudges via our Chatbot.



Youth in Bangalore and Chennai take **5+ actions monthly**, investing 4-6 hours solving civic and climate issues



These actions are driven by behavioural nudges via our tech platform. **1 of every 5 nudges** sent leads to action being taken.



Consistent behavioural nudging through technology fosters proactive micro-actions in youth.

80%

Solve Ninjas are keen to know about the civic & climate space

56%

Solve Ninjas proactively act on a nudge

28%

Solve Ninjas actively invited others to join the movement

Nudge-based engagement through our tech, especially the policy nudge, led **6 Solve Ninjas** to join their regional communities.

47% youth have shown interest in creating systemic change through policy advocacy, tackling issues like urban flooding, Cauvery water policy, air quality index, and congestion tax policy.

Youth in the two cities **favour community-drive solutions** for civic and climate issues, focusing on waste management, air quality, and urban greenery.

Less focus on urban safety and direct climate action, but data suggests a **readiness to engage in policy advocacy and community solutions** to address urban challenges.