



# 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.