

**1. Conduct a feasibility study
on a proposal to start an
Electric Vehicle business**

- INTRODUCTION AND THE NEED OF CUSTOMERS/MARKET

Today, the point we are going to discuss is the most important one. It is important because through this, not only we but the entire world can be kept safe.

The quality of air today is in such a poor state that in cities like Delhi and Mumbai, even breathing has become difficult. There are many reasons for this, but one of the major causes of increasing air pollution, which ranks almost second, is transportation. The use of vehicles for transportation and the smoke emitted from these vehicles enters various parts of our bodies, making us sick and leading us towards death.”

- ▶ “The only way to avoid all this is to stop the smoke coming from vehicles, and to stop this smoke, we need to start using electric vehicles.”

• What is EV BUSINESS

- ▶ Electric vehicles produce almost zero emissions, which do not harm the environment at all.
- ▶ They run on batteries that can be charged with the help of electricity.”

• Current Scenario in India

- ▶ “Awareness about electric vehicles is increasing in India.
- ▶ In both India and other countries, due to government support for electric vehicles, this industry is seeing great potential.
- ▶ The market and customers are both ready to take advantage of this.”

• Advantages of EV Business

- ▶ Environment Friendly:-The use of electric vehicles can reduce pollution because they do not use fossil fuels.
- ▶ This improves air quality, allowing life to thrive better.”
- ▶ Lower Running Costs:- Electric vehicles operate at a much lower cost compared to vehicles that run on fossil fuels.
- ▶ Electricity is also cheaper, and they require very little maintenance.”
- ▶ Government Support:-Subsidies and tax exemptions are provided, and the government has already implemented rules and policies in many states.”

• Challenges of EV Business



- ▶ High Initial Cost:- “The manufacturing and battery costs of Evs are still high, which can be a challenge for customers in terms of affordability.”
- ▶ Charging Infrastructure: “The network of charging stations in India is quite limited. For long-distance travel, customers need more charging stations.”

Battery Technology: “The lifespan and performance of batteries are a concern. There is a need for further research and development to make batteries more efficient.”

• Opportunities in EV Business

- ▶ **Expansion of Charging Infrastructure:-** "The business of charging stations is a huge opportunity. Both the government and private players are investing in this sector."
- ▶ **Battery Recycling:** "Battery disposal can become an environmental issue, but the battery recycling business can become a sustainable opportunity."
- ▶ **After-Sales Services:** "The market for EV maintenance and repair services will also grow. This can become a profitable and high-demand sector."

- **Conclusion:-**

- ▶ **Feasibility:-** "Yes, the EV business is feasible, but long-term planning, technological advancements, and government support are essential. With the adoption of EVs, business opportunities will increase, especially if infrastructure and battery technology improve."
- ▶ **Future Outlook:** "The EV business can be considered a promising sector for India's future. If the challenges are addressed, the EV industry can become a sustainable and profitable business."

The background features abstract green geometric shapes, including triangles and polygons, in various shades of green, some overlapping and some semi-transparent, creating a modern, layered effect.

Q&A Any Questions ?

Name:-VINAY KUMAR RAJ
SYSTEM ID:-20242631