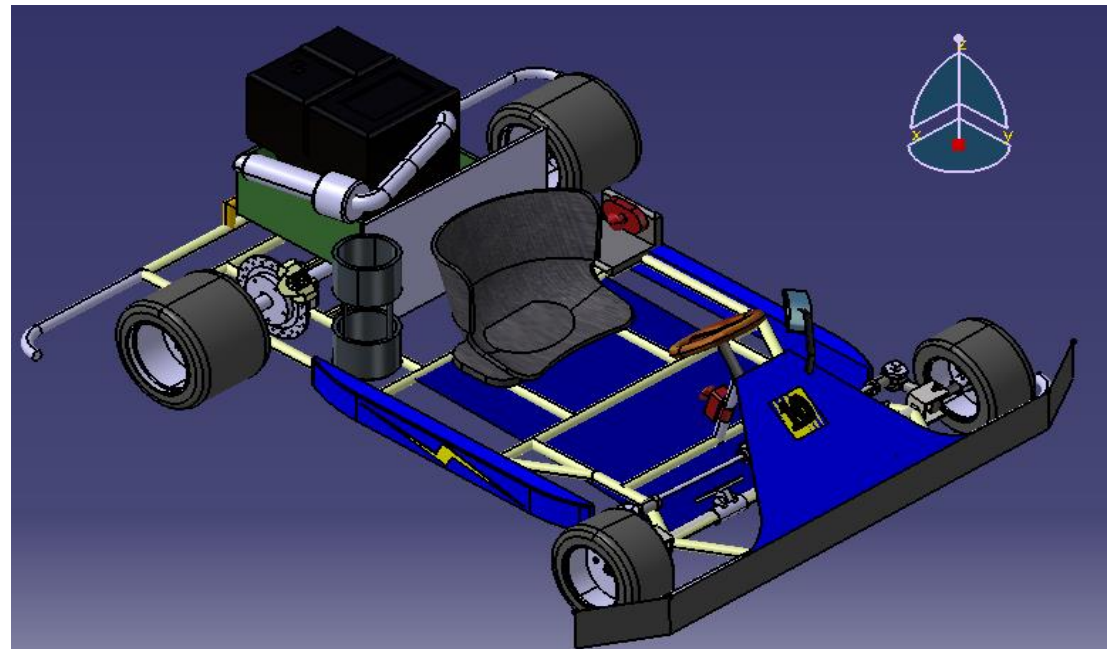


EMPOWER UVCE



UNIVERSITY VISVESVARAYA
COLLEGE OF ENGINEERING
K R CIRCLE, BANGALORE-01

TEAM ID- 20152893



TECHNICAL SPECIFICATIONS

Wheel base = 46inches =1168.4mm

Front track width = 38 inches = 965.2 mm

Rear track width = 42 inches=1066.8 mm

Type of engine: 7.5 N-m, 3.5 BHP, 3600 rpm

Steering Geometry: Ackermann Geometry

Brake system: Disc brake (Petal disc)

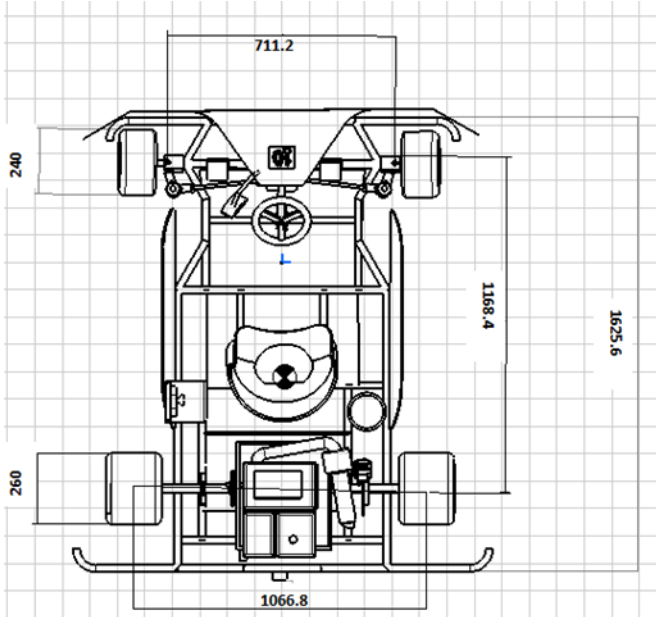
Type of transmission unit: Direct link chain drive.

Vehicle overall length = 64 inches =1626 mm

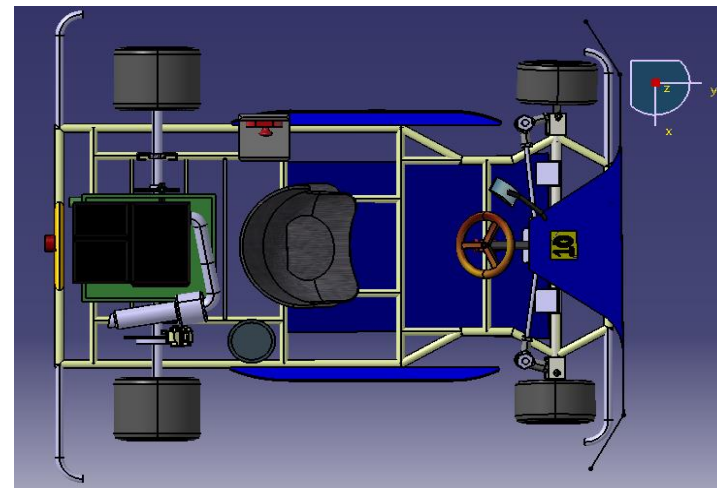
Mass of vehicle = 140 kg

Centre of gravity : (682.98 mm, 381 mm, 196.85 mm)

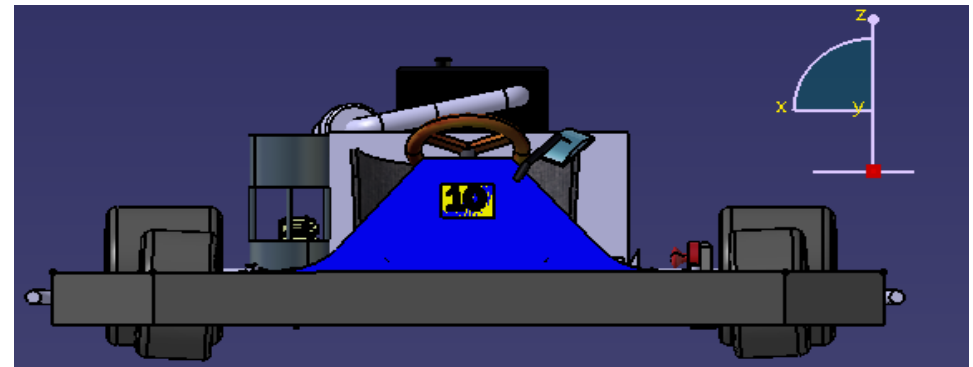
Ground clearance is minimum 25.4 mm.



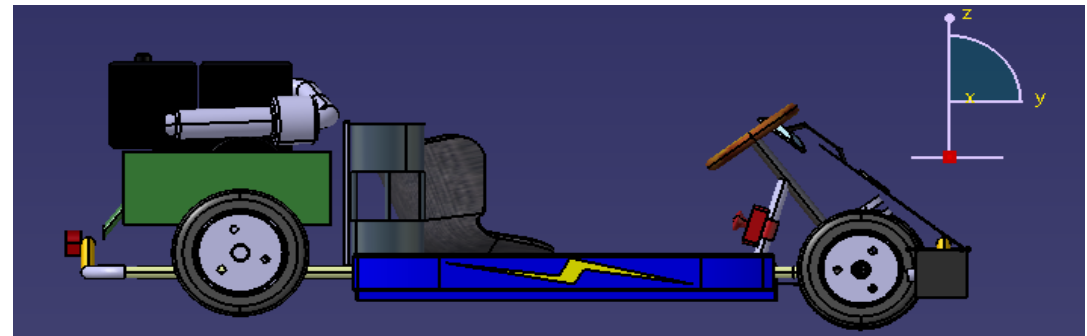
Vehicle drawing & dimensions



Top view



Front view

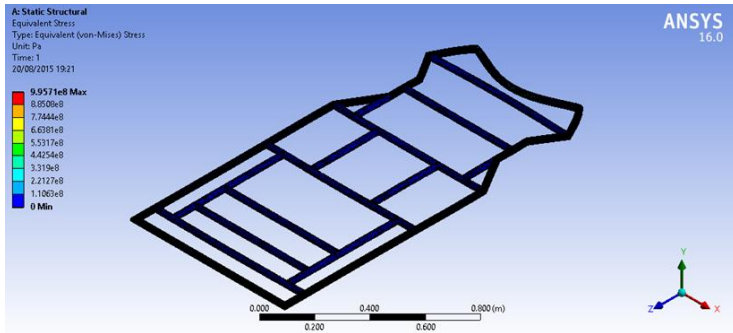


Side view

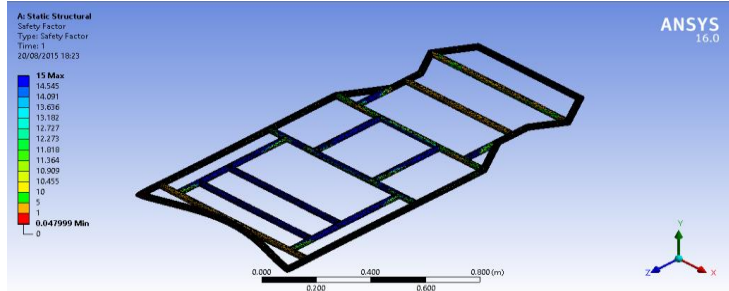
CHASSIS

The following are the pictures of simulation test results conducted on the frame.

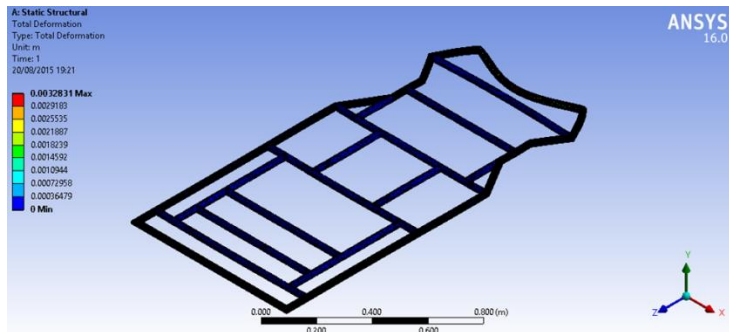
Von-Mises Stresses : Maximum and minimum stresses acting on the frame are found using Ansys software and are shown below.



The factor of safety is found to be optimum and is obtained as follows.



Displacement of chassis under loading conditions.



Design methodology

Step1 : Longitudinal loading is calculated using formula shown below:

$$R_f = Mg\{l - a\} - Mh\left(\frac{dv}{dt}\right)/l$$

On this grounds, R_f is found to be 382.2N.

From this distribution of total weight on chassis is 42% front and 58% rear. This obeys 97.6 % of optimum chassis design rule.

Wheelbase of 46 inches = 1168.4 mm is chosen.

Step2 : Rear track width is calculated using the formula

$$V^2 * 2h = g * T * R$$

Hence rear track width is 42 inches = 1066.8 mm. Front track width must be minimum of 80% of wheelbase . Hence front track width is 38 inches = 965.2 mm

Initial considerations:

Mass = 140kg.

Velocity = 40kmph = 11.11m/s.

Material used : Mild steel

Impact force = 8kN ,is found using formula.

$$m * \frac{v^2}{2} = F * d$$

Distance between driver and front wheel = 32 inches = 812.8 mm

Acceleration = 1.678 m/s² and is found using

Power P = 3.5 BHP = 2611 W = force*velocity.

But force = mass*acceleration. Thus acceleration is found to be 1.678m/s².

For mild steel welded material,

Yield strength = 465 MPa

Ultimate tensile strength = 700-850 MPa

Thus Factor of safety is calculated using formula

$$FOS = \frac{Ultimate\ stress}{Working\ stress}$$

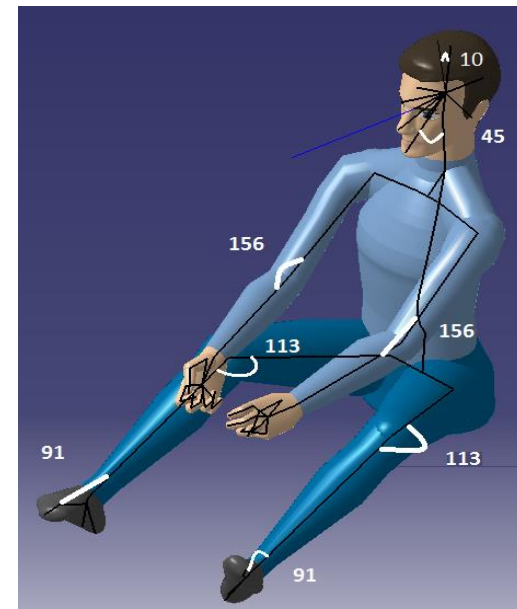
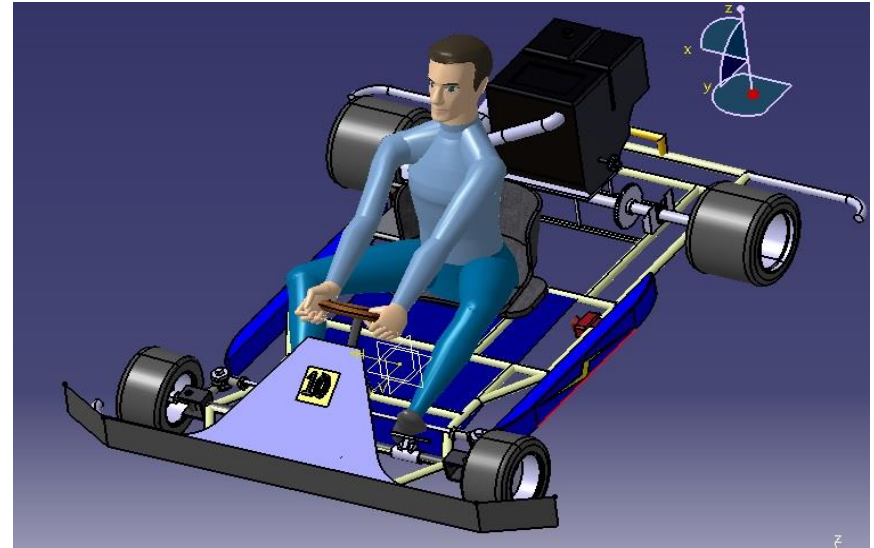
Here working stress is found out using the formula $\sigma = F/A$, which is found to be 138.552MPa.

Hence the Factor of safety is calculated by above formula and is found to be

$$FOS = 2.5$$

Go-kart Ergonomic

- The comfort of the driver in the driver seat of the go kart is explained by the ergonomics of the go kart.
- Steering wheel height and length from horizontal was taken by making the driver sit in a full scale drawing of the chassis on the floor.
- Dummy axle is given not only to provide support for steering column, but also to give pedals for driver's comfort.
- Tie rods are given below the horizontal level and also above the chassis. Tie rods above chassis ensure driver's safety and tie rods below the horizontal level ensures optimal leg space for the driver.
- All components are minimum 3 inches away from driver during static and dynamic conditions.



Posture of Driver

ENGINE AND POWERTRAIN

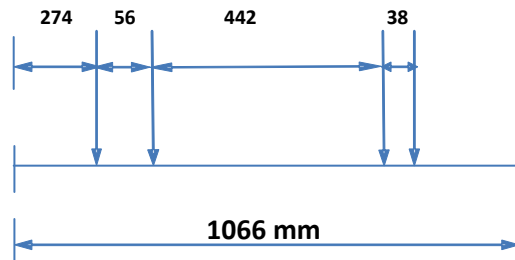
The power train of go-kart consists of a Briggs and Stratton 550 series engine, whose power is transmitted through a chain drive mechanism.

The engine will be provided by ISNEE. The engine position is longitudinal with respect to the go-kart chassis, and is in-line with the central axis of the chassis. A stock exhaust is being used as the exhaust for the go-kart.

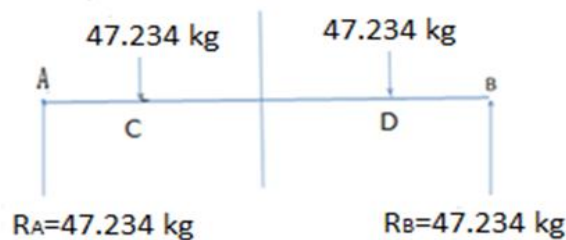
The rear axle is made of C40 steel. Its diameter is 27mm and length is 1066.8mm. Bearings used are SKF roller bearing RNU 204.

We are using a chain transmission with a pitch of 9.525mm.

The point of action of forces acting on the shaft are given below :

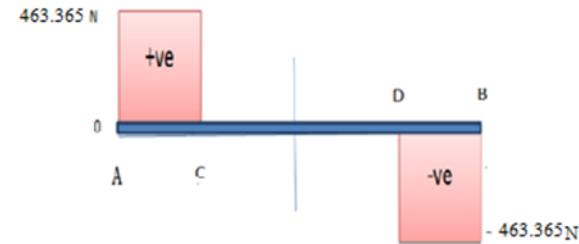


The reaction diagram of the shaft is given below :



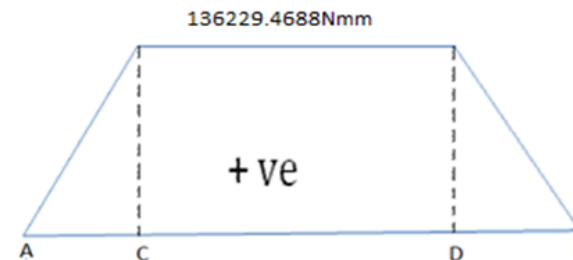
The loads at each of the bearings C and D are 47.234kg each.

SHEAR FORCE DIAGRAM OF SHAFT:



The shaft is subjected to a shear force of 463.36N.

BENDING MOMENT DIAGRAM OF SHAFT:



The maximum bending moment to which the shaft is subjected is 136299.4688 N-mm.

According to maximum shear stress theory a safe diameter for the shaft can be calculated using the formula:

$$D = ((16/\pi\tau_{ed})((K_b M_b)^2 + (K_t M_t)^2)^{1/2})^{1/3}$$

We have taken the diameter of the shaft to be 27mm.

The factor of safety is 4.444

Power transmission calculations:

The maximum speed of the engine is 3600 RPM
The pitch of the sprocket and chain setup is given by

$$P \leq 0.25(900/n_1)^{2/3}$$

We have a standard pitch of 9.525mm.

Z₁=Number of teeth on driving sprocket = 14
Z₂=Number of teeth on driven sprocket = 42

We have got the diameter of driving sprocket as

$$D_1 = P / \sin(180/Z_1)$$
$$D_1 = 4.29 \text{ cm}$$

Diameter of driven sprocket is

$$D_2 = P / \sin(180/Z_2)$$
$$D_2 = 12.75 \text{ cm}$$

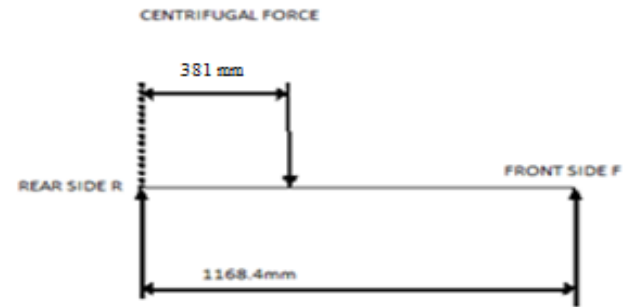
Bearing design:

As it's clear the radial load is the resultant load of braking and weight of the vehicle on bearing.

The net Radial load on the Bearing is WR= 812.40 N

When it comes to axial load, it is considered only when the vehicle takes a turn as the centrifugal force acts on the vehicle.

Here we considered the centrifugal force as the axial load on axles of the vehicle



Let us consider vehicle moving with velocity V=60 Km/hr and taking turn of radius R=14 m.

Then the centrifugal Force on the vehicle = (MV²)/R

Centrifugal force =2777.77 N

Taking moment about R:

W (front) = 906.082 N

W (rear) = 1871.667 N

Therefore the total axial load on Rear Axle is

$$W_A=1871.667 \text{ N}$$

Axial Force on each Bearing is = 935.833 N.

The output speed of the Engine is n=1224.889rpm.

Let the life of Bearing is 8hrs / day

Then Life of the Bearing in revolutions=60*n*life = 134.125 million rev

Now the total Load on the bearing

$$P=XVWR+YWA$$

Values of X and Y are found from data handbook.

$$(W_A/W_R) = 1.166$$

$$(W_A/C_O) = 0.1288$$

Equivalent Load due to dynamic loading

$$P = X*V*W_R + Y*W_A = 1815.645 \text{ N}$$

LIFE OF THE BEARING:

$$L = (C/P)^{10/3} = 1065.66 \text{ Million}$$

$$L > L_{\text{REQUIRED}}$$

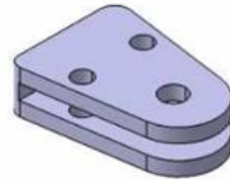
Therefore the bearing selected is suitable. The bearing is SKF roller bearing RNU 204.

Steering

The main aim is to design an optimized steering mechanism for a wheel base of 1168.4mm and front track width of 965.2mm with positive stops.

PARTS USED

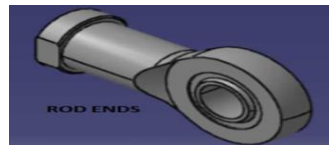
- 1) Steering Column
- 2) Axle with C- Brackets
- 3) Triangle Arm
- 4) Ball bearing
- 5) Tie rods
- 6) Kingpins
- 7) Rod Ends M20



TRIANGLE ARM



KING PIN



ROD ENDS

CALCULATED RESULTS FOR FINAL ASSEMBLY OF STEERING

Steering wheel height=330mm

Steering wheel horizontal distance from front axle=127mm

Therefore by Pythagoras theorem, Steering arm

Length=353.59mm and Steering arm inclination=52°

Ackerman's Ratio

Track width = 38"

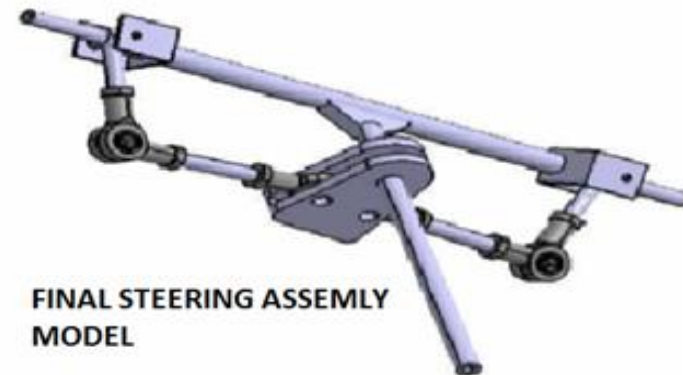
Wheel base = 46"

$w/l = 38''/46'' = 0.826$

Maximum Velocity of Turning: The limit for the speed at turn, so that the maximum centrifugal force is limited by toppling condition for a kart with c.g height 196.85 mm

$V_{max} = 7.593 \text{ m/s} = 27.33 \text{ kmph}$

Max lateral acceleration = 24.022 m/s^2



FINAL STEERING ASSEMBLY MODEL

APPROXIMATIONS:

- **Caster Angle:** 6°
- **Camber Angle:** negative angle of 3°
- **Toe in/Toe out:** Since the vehicle speed is limited to 40 kmph, it is not necessary
- **Tyre Sensitivity:** The tyre Stiffness is approximately 55000 N/rad and 60000N/rad for the front and rear tyres respectively.

Steering Forces:

Estimation of king pin forces

Torque required at king pin for steering is given by

$$T = W\mu \sqrt{(B^2/8 + E^2)}$$

T = Kingpin torque in inch lbs.

W = Vehicle weight on the steered axle 140 / 2 kg = 70kg

μ = Coeff of friction b/w tire and road

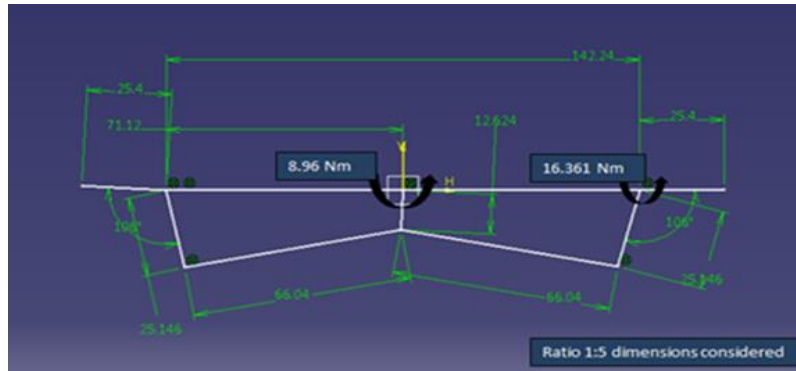
= 0.2 from graph for E/B = 0.846 N/m

B = Nominal width of tire = 130 mm = 5.11 inch

E = Kingpin offset = 110mm = 4.33 inch

$$T = 154.324 * .2 \sqrt{(5.11^2 / 8 + 4.33^2)}$$

$$= 144.81 \text{ lbs. inch} = 16.361 \text{ N m}$$



Forces on the King Pin Stub:

The king pin stub suffers higher bending moment due to lateral tyre forces trying to bend it towards the instantaneous centre. The kingpin stub can be considered as a separate entity to draw a free body diagram the lateral force on the outer tyre can be taken as 0.5 of total front lateral force

$$Fl = 1965.7 / 2 = 982.85 \text{ N}$$

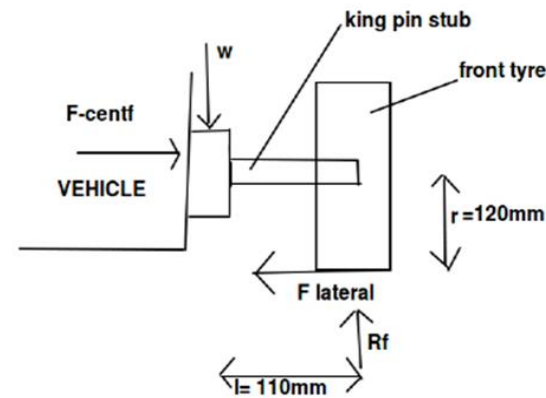
As shown in the drawing

F lateral = F centrifugal-front = 982.85 N

and front right reaction

$$R_f = w \text{ (weight of vehicle acting on the front right)} = m * g * l_r / l$$

$$= 140 * 9.8 * 682.98 / 1168.4 = 801.992 \text{ N}$$



Slip Angle and tyre forces:

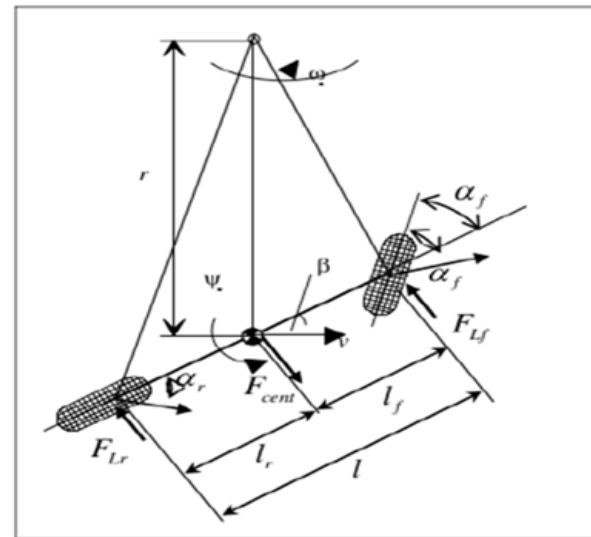


Fig. 3. Deflection of the rolling tire by a lateral cornering force F_u where, v : Vehicle velocity, ω : Vehicle angular velocity, r : radius of curve, ψ : Yaw angle, β : Side slip angle, δ : Steering angle, α : Tire slip angle, l : Wheel base

We have considered the simplified model of a bicycle to analyse the lateral forces acting on tyres and the slip angles.

Rear tyre slip angle = $\alpha_r = 0.02328 \text{ rad}$

Front tyre slip angle = $\alpha_f = 0.03574 \text{ rad}$

Steering angle = $\delta = 0.4992 \text{ rad} = 28.607^\circ$

Tyre Forces

$$Fl_f = C_{af} * \alpha_f = 55000 * 0.03279 = 1965.7 \text{ N}$$

$$Fl_r = C_{ar} * \alpha_r = 60000 * 0.02543 = 1396.8 \text{ N}$$

Brakes

Brake chosen for go-kart: Discover 125 st-front disc brake.

Type of disc: Pedal disc.

Main reasons for choosing petal disc brake:

- 1) Optimum disc diameter and it satisfies our need.
- 2) Proper heat dissipation i.e., better than the conventional round disc.
- 3) Due to 20% reduction in material, due to holes the disc becomes lighter.

Disadvantages of using petal disc:

A chain saw effect is produced on the brake pad, so eventually the brake pads will be worn off.

However, this occurs only after considerable usage and need not be worried about brake wear.

Disc diameter: 200mm.

Location of disc on the rear axle: 38mm right of the right bearing.

Length of cable/tube required: 1500mm approximately.

Calliper specifications depend on the disc as we will get specific callipers for a particular set of disc.

Mass of go-kart = 140 kg

Maximum speed of go-kart= 40km/h =11.11m/s

Desired braking time = 3.5 s

$$\text{Deceleration} = \frac{\text{maximum speed}}{\text{braking time}} = -3.1746 \text{ m/s}^2$$

$$\text{Braking force} = \text{Mass} * \text{deceleration} = 444.44 \text{ kN}$$

$$\text{Braking torque} = T_b = BF * \frac{\text{tire radius}}{\text{tire to brake speed ratio}} = 57.77 \text{ Nm}$$

$$\text{Master cylinder area} = 1.227 * 10^{-4} \text{ m}^2$$

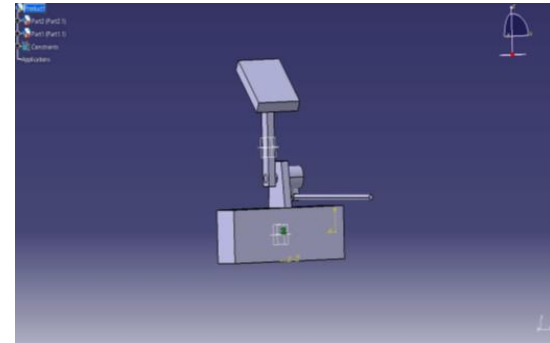
$$\text{Calliper base area} = 4.91 * 10^{-4} \text{ m}^2$$

$$\text{Actual clamp force} = CF_a = BF * 2 * \frac{\text{calliper base area}}{\text{Master cylinder area}} = 3556.969 \text{ N}$$

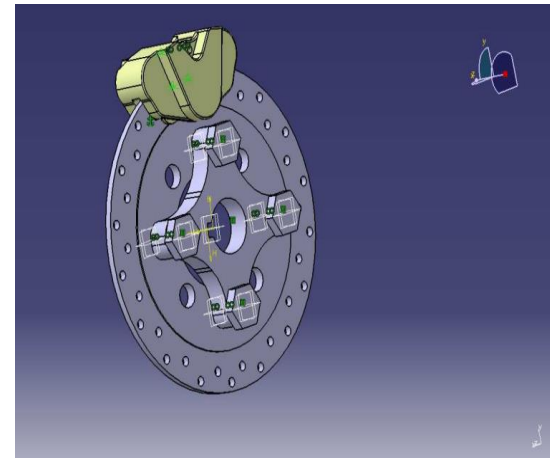
$$\text{Braking pressure} = CF_a / \text{Calliper base area} = 7244.336 \text{ kN/m}^2$$

$$\begin{aligned} \text{Average deceleration of entire stop} \\ = \frac{\text{max speed}}{(\text{max speed}/\text{deceleration} + 0.3g)} = -1.7245 \text{ m/s}^2 \end{aligned}$$

$$\text{Stopping distance} = \frac{(\text{max speed})^2}{2g * \text{average deceleration}} = 3.6487 \text{ m}$$



Brake pedal design



Disc brake with calliper

Design Failure Mode and Effect Analysis

| Sr.no | Components | Potential failure mode | Effect | SEV. | Potential Causes of failure | OCC. | Current Design | DET. | RPN | Action Taken | SEV | OCC | DET | RPN |
|-------|-----------------------|-----------------------------|---|------|-------------------------------------|------|-------------------------|------|-----|------------------|-----|-----|-----|-----|
| 1) | Brake | Brake failure | Risk of accident/vehicle damage | 4 | Damage in tandem cylinder | 2 | 1 Master cylinder brake | 4 | 32 | Cylinder replace | 2 | 2 | 4 | 16 |
| 2) | Hydraulic Hoses | Hydraulic hoses oil leakage | Brake failure | 4 | Excess pressure in the Hoses | 3 | Bajaj Discover 125ST | 4 | 48 | Hoses replace | 2 | 3 | 4 | 24 |
| 3) | Weld joint in chassis | Weld Breakage | Breakage | 5 | Impact | 1 | TIG welding | 5 | 25 | Re-weld | 3 | 1 | 5 | 15 |
| 4) | Tyre | Deflate | Inability to drive | 3 | Piercing by objects | 3 | Hosier tire | 4 | 36 | Replace | 2 | 3 | 4 | 24 |
| 5) | Fuel Tank | Fuel Leakage | Engine stops | 4 | Damaged fuel pipe/joints | 2 | Standard size | 4 | 32 | Repair/Replace | 2 | 2 | 4 | 16 |
| 6) | Accelerator wire | Wire break | Inability to accelerate | 4 | Excess use of acc. Wire | 1 | Piaggio rickshaw | 4 | 16 | Replace | 2 | 1 | 4 | 8 |
| 7) | Engine | Over heating | Bad performance & ceasing of engine | 4 | No/Partially working radiator | 3 | Briggs and Stratton 550 | 5 | 60 | Reduce usage | 2 | 3 | 5 | 30 |
| 8) | Air filter | Irregularities present | Low performance of engine/ Stops | 4 | Low maintenance/Clogs due to dust | 2 | Air cooled | 3 | 24 | Replace tray | 2 | 2 | 3 | 12 |
| 9) | Engine mounting | Mounting points | Excessive vibration / Noise | 4 | Loose mounting nut | 3 | High strength nut bolts | 5 | 60 | Washers used | 2 | 3 | 5 | 30 |
| 10) | Shaft | Drive shaft failure | Lack of power transmission | 4 | Torsion via high power transmission | 2 | Modified drive shaft | 5 | 40 | Replace | 2 | 2 | 5 | 20 |
| 11) | Tie rod | End of tie rod breaks | No steer | 4 | High impact forces | 2 | Standard cast iron | 4 | 32 | Replace | 2 | 2 | 4 | 16 |
| 12) | Battery | Short circuit/ Discharge | Starter motor/Electrical components failure | 1 | Contact with water/ Over usage | 4 | Direct connections | 5 | 20 | Replace wires | 1 | 4 | 5 | 20 |
| 13) | Exhaust | Corrosion of inner surface | Cracking sound/ Acidic mixtures formation | 5 | Condensation due to low temperature | 2 | Briggs and Stratton 550 | 2 | 20 | Replace | 3 | 2 | 2 | 12 |

Design Validation Plan

| | | | | | | | | | | | | | |
|-----------------------------|--|--|--|--|--|---------------------------------------|--|--|--|---------------------------------------|--|--|--|
| Team name: eMpower UVCE | | College Name: University Visvesvaraya College of Engineering | | | | DVP Creator: Pranav B Venkatesh | | | | Supervisor incharge: Dr.H.C.Chittappa | | | |
| Car Number: Not defined | | Time Period of testing: 30-08-2015 to 14-09-2015 | | | | DVP Validation Approver: Paul Vizhian | | | | Engineer: T Sreeharsha Varma | | | |
| Vehicle Owner: eMpower UVCE | | Vehicle Design: Go-Kart (127cc class) | | | | Technical Asst. : Sharanabasavesh | | | | Project Manager: Santhosh M N | | | |

| Testing Data and Results | | | | | | | Planning Information | | | | | | |
|--------------------------|------------------------|--|---|--|----------------------|--------------------------------------|--|---|--|---|------------|------------|--------------------|
| Test No. | Test Name | Test Procedure | Acceptance Criteria | Expected Results | Test Status | Remarks | Test Stage | Target requirements | Test Location | Test Data verification | Start Date | End Date | Member Responsible |
| 1 | Braking Test | The vehicle is accelerated to the maximum speed and brakes are applied. | 10 metres is the maximum distance | 3.8 seconds, 5 meters | Test to be conducted | Design validated | 2 stages, 2 trials taken and the average value was taken | Vehicle to brake in 10 m with minimum braking time | Jnana Bharathi Campus, Bangalore | Test data to be implemented to select Bajaj Discover 125 Brakes | 30-08-2015 | 31-08-2015 | Thrived M S |
| 2 | Steering Test | -Scale models built using metallic strips and fastened at key positions. -Turning radius measured for full lock. | Maximum T.R= 2.4 m | T.R = 2.25 m at 60° turn | Test to be conducted | Design validated | Single stage | Vehicle to manoeuvre in maximum 2.5 m radius portion of the track for skid-pad test | UVCE | Test data was verified by simulating on CATIA V5 R20 sketcher workbench | 02-09-2015 | 03-09-2015 | Pranav B V |
| 3 | Chassis Static Loading | <u>Chassis model developed was simulated in Autodesk multiphysics and Solidworks</u> | Minimum FOS= 2.5 | Factor Of Safety = 2.5, <u>Maximum deformation = 5mm at 8000N</u> | Test performed | Design validated | Multiple stages | Chassis to have an overall factor of safety greater than 5 | UVCE | Test data was verified with the von Mises stress plot of the chassis | 10-06-2015 | 16-06-2015 | Harish B S |
| 4 | Brake Light | The brakes are applied and it is checked for their functionality. | Brake Light Should glow when the brakes are applied | The lights should be functional | Test to be conducted | Design validated | Single stage | Immediate glow of lights when the brake is applied | UVCE | Test to be verified using certified brake lights | 07-09-2015 | 07-09-2015 | Sharanabasavesh |
| 5 | Brake failure system | -Brake lever end had a pad attached beneath that incorporated switches. -Brake is given zero spring force and allowed to touch the pad. | Engine cut-off | Brake failure mechanism was suitable for the requirements of go-kart | Test to be conducted | Reliable design, validation complete | Two stages- Installation and testing of mechanism | Brake failure switch to actuate when complete pressure falls on brake pedal. | Tested on a Bajaj discover 125 brake pedal | Verified with suitable calculations and modelling | 12-09-2015 | 14-09-2015 | Srustik |

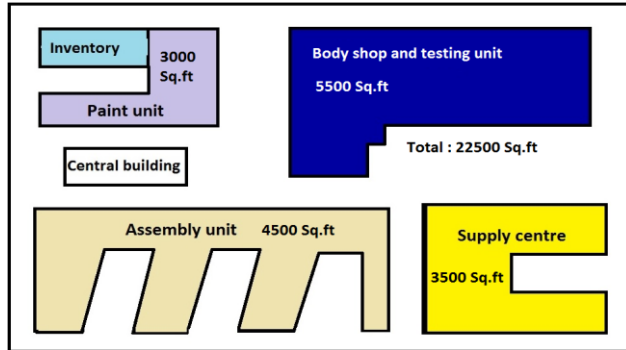
Gantt chart

| Pre PFR | | | | | Post PFR | | | | |
|---------|------------|---------------------------------------|---------------------|--------------------|----------|-----------|--|----------------------|--------------------|
| Sr no | Date | Process carried out | Tool used | Member responsible | Sr No | Days | Process carried out | Tools used | Member responsible |
| 1 | 18-02-2015 | Team selection exam | Aptitude test | / | 1 | Day 1-2 | Sketching of mock model | Engineering drawing | Srustik |
| 2 | 25-02-2015 | Selection list announced | / | / | 2 | Day 3 | Cutting and filling | Hack saw,filer | Swapnil |
| 3 | 28-02-2015 | Team formation | / | Santhosh M.N | 3 | Day 4-6 | Making fixtures | Drilling machines | Vignesh |
| 4 | 05-03-2015 | Registration of the team | / | Santhosh M.N | 4 | Day 7-8 | Fixing | Joints | Darshan |
| 5 | 10-03-2015 | Analysing of problems | Brain storming | Team | 5 | Day 8-9 | Checking dimensions and angles | Measuring instrument | Santhosh M.N |
| 6 | 20-02-2015 | Design of preliminary chassis | Catia | Harish | 6 | Day 10-11 | Preparation of parts for steering | / | Sneha |
| 7 | 23-03-2015 | Design of steering | Catia | Sneha | 7 | Day 12-13 | Assembling of steering | Joints & fixtures | Pranav |
| 8 | 28-03-2015 | Analysis of transmission systems | Kirpal Singh | Harsha | 8 | Day 14-15 | Assembling of chassis | Welding | Harish |
| 9 | 10-05-2015 | Final design of chassis | Catia | Harish | 9 | Day 16 | Joining of Steering and chassis | Pins | Niraj |
| 10 | 15-05-2015 | Announcement of engine specifications | / | / | 10 | Day 17-19 | Preparation of rear shaft | Turning | Keshav |
| 11 | 16-05-2015 | Start of transmission system | Catia | Sharan | 11 | Day 19 | Assembly of Break & bearing on rear shaft | Joints | Thrived |
| 12 | 20-05-2015 | Finished steering and brake design | Catia | Sneha, Thrived | 12 | Day 20 | Assembly of rear shaft to chassis | Fixtures | Harish |
| 13 | 27-05-2015 | Analysis of chassis | Ansys & solid works | Srustik, Harish | 13 | Day 21-24 | Mounting of transmission system and engine | Fixtures | Harsha |
| 14 | 10-06-2015 | Conclusion of final design | / | Santhosh M.N | 14 | Day 25-26 | Assembling of tyres | Joints | Harshith |
| 15 | 15-06-2015 | Market survey started | Networking | Swapnil | 15 | Day 26-27 | Lining of electrical wirings | Soldering | Sharan |
| 16 | 26-06-2015 | B-plan | Internet/Consulting | Pranav | 16 | Day 28-30 | Fixing of electrical lcomponents | Bolts | Yash |
| 17 | 04-Jul | Cost report, Dfmea and Gantt chart | MS-excel | Pranav | 17 | Day 31-33 | Testing of the kart | Track | Pranav |
| 18 | 20-07-2015 | Final PPT and PDF reports | MS-PPT and PDF | Team | 18 | Day 34-35 | Fine-tuning of the Kart | / | Harsha |

BUSINESS PLAN

Mind Your Track Inc.

Infrastructure:



Cells/Department

Manufacturing Department: Assembly department, Welding, Cutting, Grinding requires 1 employee with Solidworks software skills, 3 employees with of basic workshop skills.

Marketing Department: Advertisement department, Information department requires Marketing department : 2 employees holding Engineering and MBA degrees with wide range connections. Under them 4 employees will be at dispose for different purposes.

Technical Department: Analysis department, Design department, Testing department requires 2 employees, 2 employee with CAD/Analysis software knowledge and with engineering knowledge Failure of materials for practical testing. Minimum work force of 14 employees are required.

Machinery Analysis

| Machinery/Instruments | Qty | Per Machinery cost | Total cost (₹) |
|---------------------------------|-----|---------------------------------------|----------------|
| CNC machines | 1 | 9,45,000/-(Alibaba) | 9,45,000/- |
| Engine testing rig | 1 | 3,50,000/-(Indiamart) | 3,50,000/- |
| Welding equipment | 3 | 46,828/-(Amazon) | 1,40,484 |
| Painting equipment | 3 | 1,499/-(Amazon) | 4,497 |
| Assembly Kit | 2 | 36,078/-(Industrybuying) | 72,156 |
| Structural testing machine | 1 | 1,83,000/-(Alibaba)(Ultrasonic radar) | 1,83,000 |
| Total estimate for machinery(₹) | | | 16,95,137/- |

| Production process | Supplies (Beams , bolts, tyres etc.) | Manufacturing parts | Testing parts | Assembly and painting | Quality checking | Road test | Total (Hours) |
|----------------------|--------------------------------------|---------------------|---------------|-----------------------|------------------|-----------|---------------|
| Time invested (Hour) | 240 | 48 | 24 | 96 | 24 | 5 | 437 |

Total time required for production of one Go-kart is highly dependent on supply time and Assembly of parts hence to increase the sales rate we will concentrate our work force on marketing and manufacturing departments.

Company Financing

| Projected Start-up cost | Amount |
|--|----------------------|
| Initial lease payments and registration | 29,607/- |
| Working Capital | 10,00,000/- |
| Estate for manufacturing | 25,00,000/- |
| Security deposit | 15,000/- |
| Opening Supplies including furniture, fixtures and equipment | 7,00,000+16,95,137/- |
| Company Vehicle and lease deposits | 65,000/- |
| Marketing Budget | 45,000/- |
| Total Start-up Cost | 64,54,744/- |

Product and service overview: Primary revenue stream for the business will come from the ongoing usage of the company's Go karts. Inventory will hold approximately 15 Go karts with safety precautions enforced. Secondary revenue stream for the business will come from the sale of food , concessions, event hosting services and production sales.

| Revenue resource | | | Total | Annual |
|---------------------------|----------------------------------|--------------------------|---------------------------|-------------|
| Customers for Go-Karting | 30 (Weekdays) | 50 (Weekend) | 40000/- (Week) | 20,80,000/- |
| | X150/- | X175/- | | |
| Food Facilitating revenue | Land and customers provided | | 30,000/- (Monthly) | 3,60,000/- |
| Special event revenue | Birthday parties,competition etc | | 40,000/-(Monthly) | 4,80,000/- |
| Go-kart production sales | 1,40,000/- (per Kart) | 15 Karts (Target yearly) | 59259/- (per kart profit) | 8,88,885/- |
| | Annual turnover expected | | | 38,08,885/- |

Marketing Objectives:

- 1) Develop an online presence by developing a website.
- 2) Implement a local campaign with company's targeted.

Marketing Strategies:

Management intends on using a number of advertising and marketing channels to promote traffic with Mind Your Track. The company primarily intends to raise awareness of the retailed location among the targeted young adolescents and adult demographic.

Cost Report

| Individual part | Individual cost(₹) | Shortlisted companies for parts | Number required | Total cost (₹) |
|-----------------------------|--------------------|---------------------------------------|-----------------|----------------|
| King pin | 800 | Shello Automobiles | 2 | 1600 |
| Pedal | 400 | Shello Automobiles, Pavitra toolings | 2 | 800 |
| Disc break set | 3500 | Shello Automobiles, Pavitra tooling's | 1 | 3500 |
| Rod ends | 250/set | Shello Automobiles | 3 | 750 |
| Tie rods | 600/set | Shello Automobiles | 4 | 2400 |
| Foot rest | 1200 | Shello Automobiles, Pavitra tooling's | 2 | 2400 |
| Steering column | 2500 | Shello Automobiles | 1 | 2500 |
| Ball bearing | 200 | Shello Automobiles, Pavitra toolings | 4 | 800 |
| Engine and Fuel tank | 15000 | Provided (Briggs and stratton 550) | 1 | 15000 |
| Chassis + Welding | 4800+4320 | Sicagen, Salem steel suppliers | 1 | 9120 |
| Tyres | 4/set | Dunlop(imported) | 4 | 7832 |
| Transmission/Sprocket | 4000 | Manufactured+Shello Automobiles | 2+Chain | 4000 |
| Steering column(Adjustable) | 1000 | Manufactured | 1 | 1000 |
| Roller Bearings | 1500 | Shello Automobiles | 2, 6 ,2 | 9600 |
| Hard plastic sheet (2 kg) | 260/kg | Shello Automobiles | 2kg | 520 |
| MECHANICAL COMPONENTS TOTAL | | | | ₹ 61822 |

| Individual part | Individual cost(₹) | Shortlisted companies for parts | No.req | Total cost (₹) |
|--|--------------------|---------------------------------|-------------|-----------------|
| Helmet- Snell K2000, 2005, 2010 – SFI31.2A | 3200 | Shello Automobiles | 1 | 3200 |
| Fire suit | 4500 | Shello Automobiles | 1 | 4500 |
| Balaclava | 200 | Shello Automobiles | 1 | 200 |
| Neck support- [360]^(SFI rated) | 200 | Shello Automobiles | 1 | 200 |
| Fire extinguisher | 500 | Shello Automobiles | 3 | 1500 |
| Fire resistant shoes | 3000 | Shello Automobiles | 1 Set | 3000 |
| Foam rubber padding | 450 | Shello Automobiles | 1 | 450 |
| Engine Fire wall | 0.5x1 m.sq | Shello Automobiles | 0.1575m. sq | 100(with spare) |
| SAFETY COMPONENT TOTAL | | | | ₹ 13150 |

| Individual part | Individual cost(₹) | Shortlisted companies for parts | No.req | Total cost (₹) |
|----------------------------|--------------------|---------------------------------|--------|----------------|
| 5 AH lead- acid battery | 2700 | Shello Automobiles | 1 | 2700 |
| Copper wire | 25/m | Any local electrical shop | 15m | 375 |
| Brake lights | 990 | Shello Automobiles | 1 Set | 990 |
| Push switches | 250 | Shello Automobiles | 3 | 750 |
| Arduino board | 549 | Amazon | 1 | 549 |
| Hall effect sensor | 35 | Amazon | 1 | 35 |
| Alcohol sensor(MQ3) | 370 | Amazon | 1 | 370 |
| ELECTRICAL COMPONENT TOTAL | | | | ₹ 5769 |

| COMPONENTS FOR GO-KART | COST (₹) |
|------------------------|----------------|
| Mechanical parts | 61822 |
| Safety products | 13150 |
| Electrical components | 5769 |
| TOTAL COST | ₹ 80741 |

| Most efficient buy which is available locally by the following companies | |
|--|---|
| 1) Shello Automobiles | #36, 2nd cross, Journalist Colony, B'lore - 560002 Phone: 080 26708892/080 26801379 |
| 2) Sicagen | Shaukat building, PO box 6682, Silver jubilee park road, B'lore - 560002 Phone : 8041695042/ 080 22221448 |
| 3) Dunlop | # 512 MTH Road, Ambattur, Chennai - 600053 Phone : +91 4426248744 |
| 4) Amazon | www.amazon.in |

College level manufacturing and design facilities.



Forging equipment



Arc welding equipment



Milling machine



Engine Lathe



Workplace

- We have certain equipment at our college which we used to fabricate the go-kart. Certain operations which couldn't be performed at the college will be done at a workshop in the Peenya industrial area.
- Our college is well equipped with lathes, electric hack saw, welding equipment's .
- Manufacturing of rod ends, tie rods and other parts are done by different dealer.

INNOVATION REPORT

We have the following innovative ideas being implemented in our go-kart.

Arduino Board: It works as a microprocessor with analogue /digital I /p &O/p pins to connect with the sensors. Also needed – Battery, wires.

1. **Hall effect Sensor/Economy indicator:** A magnet when comes close to the sensor it detects the magnet which is placed on the shaft. The sensor is connected to a digital rpm indicator.
 - The light glows green in the highest efficiency region (2500 – 2700 rpm).
 - The light glows red in the highest power region (3400 – 3700 rpm).



This helps the driver to choose the mode at which he/she wants to race.

2. **Alcohol Sensor:** A sensor is placed at the center of the steering wheel connected to the programmed arduino board. The sensor is a stable and sensitive, which can detect ammonia, alcohol, smoke, nitrogen di-oxide, etc. The vehicle stops giving an alarm when the alcohol is detected.
3. **Steering rake and reach adjustment:** We are using an adjustable steering column, for the comfort of the driver.



CONCLUSION

After finishing the designing of the Go kart project we conclude that the Designing process in theory might look Intuitive and Exciting as it is but it as much equally requires Structured Planning, Movement & Brainstorming.

A lot of in depth understanding of concepts is needed and one should also be exposed to Industry Design Practices and Standards. There should be a sense of responsibility in choosing parts considering safety because our main aim is to build a Go-kart to overcome causalities.

We were flooded with ideas and concepts, but it took us in depth knowledge & understanding to settle on best design. Market Availability & Innovative ideas were cleverly matched up to get the best of both the worlds.

This is the dream of our team eMpower UVCE. We at eMpower UVCE are envisioned to empower the automobile industry and the world at large to create better citizens for the future and help and empower the humanity!