

## Problem statement and Solution

Domain: Electric Vehicles (EV)

1. Problem: High upfront cost of EVs for middle-income households.

Solution: Subscription-based EV ownership model with maintenance and battery costs included.

2. Problem: Insufficient charging stations in rural and semi-urban areas.

Solution: Franchise model for local shops to install affordable, solar-powered EV charging points with income-sharing.

3. Problem: Lack of EV options for short-distance rural travel.

Solution: Introduce low-cost, rugged electric scooters and rickshaws designed for rural terrain and short trips.

4. Problem: Limited awareness about EV benefits.

Solution: Create a digital awareness campaign, "Switch to EV," with easy access to benefits, subsidies, and incentives.

5. Problem: Absence of EV maintenance skills in smaller towns.

Solution: Partner with local institutes to provide certification programs for EV maintenance.

6. Problem: Battery replacement cost concerns.

Solution: Battery-leasing models where users pay a monthly fee, reducing upfront costs and promoting battery recycling.

## Problem statement and Solution

7. Problem: Range anxiety for EV users.

Solution: Develop a range-tracking app that locates nearby charging stations and maps energy-efficient routes.

8. Problem: Limited EV financing options.

Solution: Collaborate with NBFCs to offer low-interest loans for EV purchases specifically for low-income customers.

9. Problem: Disposal and recycling of used EV batteries.

Solution: Create a network of recycling centers with incentives for users to return depleted batteries for discounts on replacements.

10. Problem: Unaffordability of EV retrofitting kits for existing vehicles.

Solution: Subsidized EV retrofitting kits for two-wheelers and three-wheelers, available via partnerships with local manufacturers.