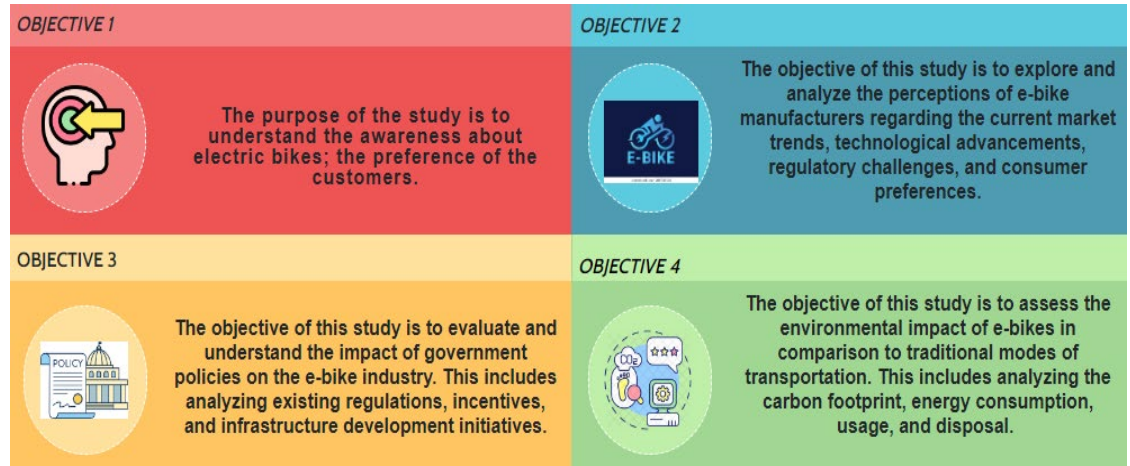


A study on E-bike usage in Urban and Suburban Areas of Tamil Nadu: Customer Satisfaction, Societal Perceptions, Government Policies and Manufacturing Strategies

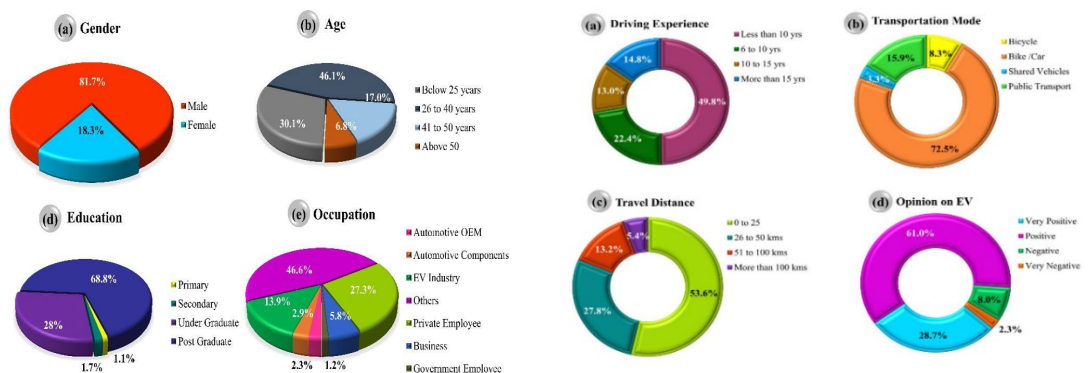
Graphical Abstract/ Layout



Project Description:

This study investigates e-bike usage in urban and suburban areas of Tamil Nadu, focusing on customer satisfaction, societal perceptions, government policies, and manufacturing strategies. It aims to assess user experiences and satisfaction levels, understand societal attitudes and awareness regarding e-bikes, evaluate the effectiveness of existing government policies in promoting e-bike adoption, and analyze the strategies employed by manufacturers to meet market demands and technological advancements. Through this comprehensive analysis, the study seeks to provide actionable insights to enhance e-bike adoption and integration, contributing to sustainable transportation solutions in Tamil Nadu. By integrating insights from these dimensions, the study aims to provide a comprehensive understanding of the current state and future potential of e-bike usage in Tamil Nadu, offering recommendations to enhance user satisfaction, societal acceptance, policy support, and manufacturing efficiency.

Products/ Instruments/ Results/ Outreach Activities (Pictures)



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Name of the Funding Agency

Indian Council of Social Science Research (ICSSR)

Name of the Scheme

Minor and Major Project

Sanctioned Amount (in Rupees)

Rs. 9,16,000

Duration of the Project (years)

3

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