PROJECT REPORT ON

ELECTRONIC VEHICLES - SIGNIFICANCE AND SUSTAINABILITY IN THE UPCOMING FUTURE DAYS WITH REFERENCE TO MANGALORE REGION

Submitted by

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4AL21BA032

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Date: 01-09-2023

CERTIFICATE

This is to certify that **GURUCHARAN L SHETTY** bearing **USN 4AL21BA032** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled **"ELECTRIC VEHICLES-SIGNIFICANCE AND SUISTAINABILITY IN THE UPCOMING FUTURE DAYS WITH REFERENCE TO MANGALORE REGION"** is prepared by him under the guidance of **Mrs. Priya Sequeira, Senior Assistant Professor,** PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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Signature of Principal
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DECLARATION

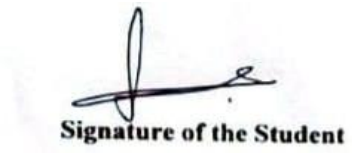
I **Gurucharan L Shetty**, hereby declare that the Project report entitled "**ELECTRONIC VEHICLES - SIGNIFICANCE AND SUSTAINABILITY IN THE UPCOMING FUTURE DAYS WITH REFERENCE TO MANGALORE REGION**" prepared by me under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 04/09/2023



Signature of the Student

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EXECUTIVE SUMMARY

The significance and sustainability of (EVs) in the upcoming future days in the Mangalore region have been investigated in the paper. The objectives of the study were to understand the factors influencing EV purchases, identify potential economic benefits, and propose strategies for promoting their use. Findings reveal that the Mangalore population is well-informed about EVs, primarily through advertisements and some through governmental and alternative sources. However, the adoption rate of EVs in the region is currently at a moderate level. To promote EV adoption, several suggestions have been proposed. These include implementing government incentives like tax credits and subsidies, reducing initial vehicle costs through localized production, and developing supportive policies for businesses to transition to electric vehicle fleets. These initiatives aim to accelerate the adoption of EVs, making them a sustainable and environmentally friendly choice for transportation in the Mangalore region, contributing to a cleaner and more sustainable future