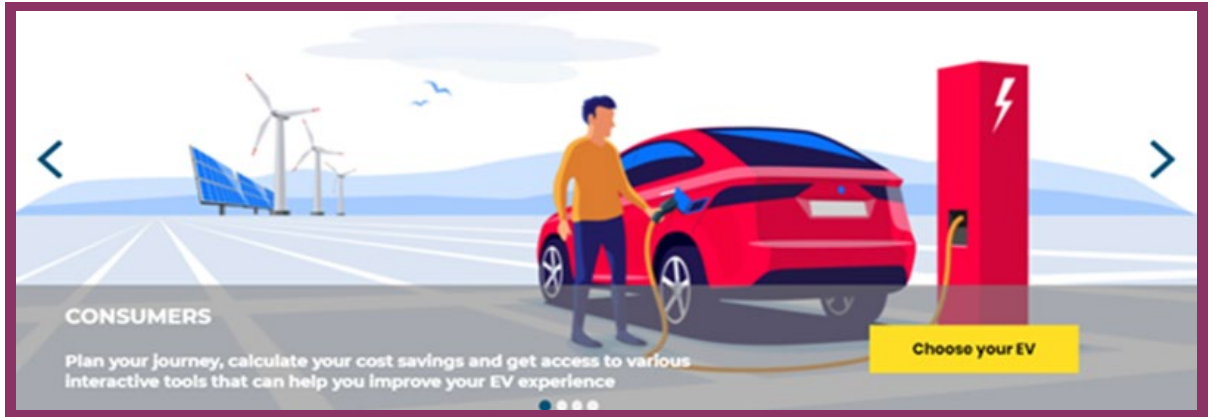




# GSMP

GLOBAL SUSTAINABLE MOBILITY PARTNERSHIP



Funded by:



Foreign, Commonwealth  
& Development Office

Partner:



THE ENERGY AND  
RESOURCES INSTITUTE



## Project Brief

The widescale uptake of EVs within India is hampered by a lack of impartial and accurate information on their performance, operation, and cost of ownership.

It is therefore important that a comprehensive, independent, trusted, one-stop platform is established that can address the potential concerns around EVs and inform prospective buyers and commercial organisations.

The Energy and Resources Institute (TERI) partnered with Cenex to form a consortium aimed at developing a framework for an interactive web-portal for increasing the awareness of EVs within India.



## The Development

The web portal development activities were delivered based on a three-pronged approach, as outlined below, ensuring that international expertise in e-mobility was reflected within the India-specific market requirements.

1. Reviewing international website content
2. Developing a features matrix
3. Developing a web portal framework



## The Results

An initial portal framework was created, which was used to develop the required data and information inputs as well as the structure required to facilitate successful user interactions. This was combined with a design philosophy developed by Cenex. TERI used this to create a prototype for the web-portal.

The framework and prototype were presented by Cenex to three key Ministries of the Government of India including NITI Ayog which is the premier policy think tank of the country. NITI Ayog and Government of India have decided to host this EV Portal as a national one-stop web campaign for promoting EV awareness in India.

INDIA EV WEB PORTAL

Driving zero emission mobility solutions for all