

EV rentals and job creation: A new economic frontier for India

Auto & Transportation / By Irfan Khan / August 21, 2024



Representational Image

With the onset of electric vehicle rentals, a tremendous change is anticipated. This innovative industry together with the governments’ sustainable mobility agenda is not only revolutionising the conventional transport systems in the urban cities but will also create many employment opportunities. In the wake of increasing problems like occurrence of traffic jams, pollution and growing need for clean mobility, the EV rentals represent a prospective opportunity for developing new economic activity, including a potential generator of numerous jobs across a broad variety of industries. This led to the emergence of EV rentals as a viable solution that catered to this need well among its consumers and society.

Consumer attention towards electric vehicles has increased all over the world because of the environmental challenges posed by conventional vehicles and the availability of renewable resources. Global emergence of EVs has been greatly propelled particularly by government incentive especially India where there has been a proactive policy, including being the founding member of FAME for the promotion of hybrid and electric vehicles. This together with new trends of battery technology that are continually improving and the costs that are experiencing a decline has resulted in the realisation of EV’s as a product that can be easily acquired by the average buyer.

The EV two-wheeler is growing at a CAGR of 12.10%, driven by increasing urbanisation, rising fuel costs and environmental concerns. Companies like Yulu, Bounce and Vogo are leading this sector, offering affordable, eco-friendly transportation options. Government incentives and improved charging infrastructure are further boosting market expansion.

Impact on economy and Job Creation

The proliferation of EV rentals can significantly impact job creation in multiple domains:

Manufacturing and Assembly: Manufacturing ecosystem is essential that the push for electric vehicles has required. It fosters several thousand employment from those in assembly line and EV manufacturing plants, right up to engineers and technicians. However, to support manufacturing of EVs and some of its components like batteries, motors, and controllers at the regional level requires skilled human resource thus promoting a skilled labour force.

Infrastructure Development: Including the provision of sound charging networks, the success of EV rentals is intertwined with these factors. Further, the establishment and sustenance of these charging stations can generate direct employment in construction, electric experts as well as those to maintain these services all across the concrete jungle and the countryside. Furthermore, as more corporations enter the market with novel approaches to charging, including battery swap and wireless charging, a workforce for research, development, and implementation is needed.

Rental Operations and Maintenance: The business aspects of operating an EV rental service provide just as much employment potential. The positions that come under this category include those in fleet management, customer service, and logistic positions. However, the management of EV fleets is demanding some expert mechanics and technicians who know the specifications of electric vehicles, which foster the need for specialised schools and colleges.

Software Development and Data Analysis: Technology plays a significant part in EV rentals and must be adopted for proper functioning of the management system. These are software system development for fleet management, user applications and business intelligence data analysis. The reduced EV rentals are likely to increase the employment opportunities, especially in the IT industry where there is demand for software developers, data analysts and cybersecurity experts.

Renewable Energy Sector: For instance when there’s an influx in the use of EVs, the demand for clean energy to support the vehicles also rises. This can promote growth in the renewable energy sector with possibilities to generate employment opportunities for installation of solar and wind among other renewable energy sources. The opportunities in the installation and maintenance of renewable energy technologies, as well as specifically in the research and development of RE systems, will arise, and form a part of an innovative and sustainable economy.

Government’s Efforts and Polices

The Indian government has adopted multiple policies to foster electric mobility in India. The Production-Linked Incentive (PLI) scheme to produce advanced chemistry cell batteries and the phased manufacturing programme (PMP) for electric vehicle components are policies meant for strengthening the domestic electric vehicle manufacturing industry. They are also expected to create direct and indirect employment in an endeavour that will fuel the economy even more.



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Further, state governments are coming up with incentives and subsidies to support the purchase of the EVs and their accessories, as well as the development of their infrastructure, which should also foster employment from a regional perspective. Other stakeholders, such as government bodies, businesses, and the public, can also help to foster the development and growth of infrastructure and services that support electric vehicles through public-private partnerships.

In conclusion, the onset of EV rentals has been viewed as having a positive economic impact on the Indian market. As a business model, it opens the possibilities for new employment opportunities throughout manufacturing, construction, IT, and renewables – the chance to lower unemployment rates and release the development of other sectors where EV rentals can exist. Thus, based on the concerns of India running towards a sustainable future the factor of Electric Vehicle rental services and its influence on the growth of the economy and sustainable future has given importance to such innovations in the country.