# POLICY MEMO

**PROBLEMS**

1 – Launching electric scooters and cars is a great add-on to India’s automobile market. The skyrocketing fuel expenses are encouraging or forcing people to buy electric vehicles. But the recently reported accidents with regard to its usage are a big threat to human life. As a concerned citizen, draft a policy memo to the Ministry of Road Transport and Highways regarding the issue.

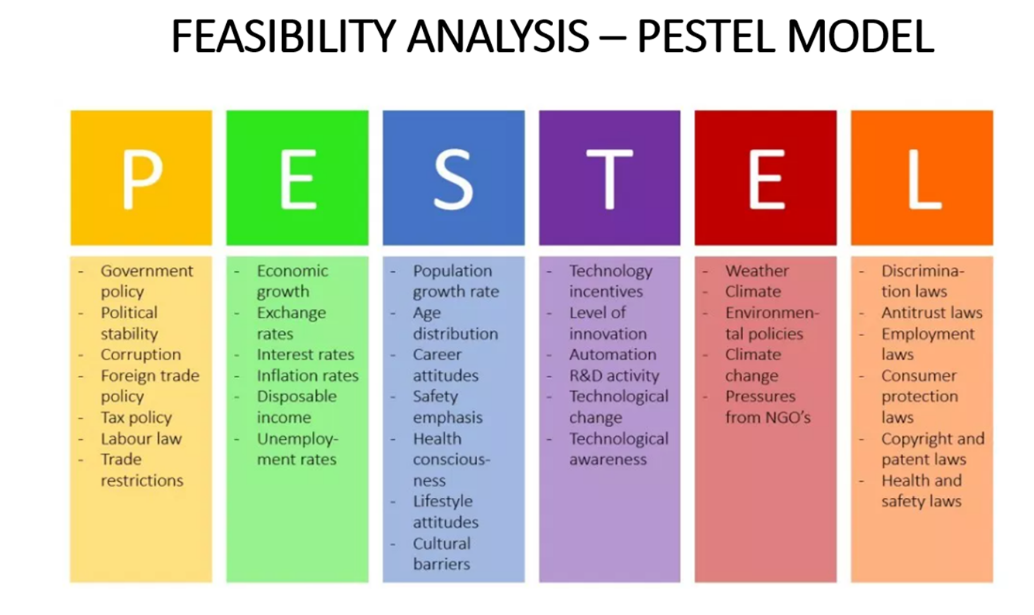
2 – Another concern you have as a citizen. Give an outline of the issue and then proceed.

**FORMAT**

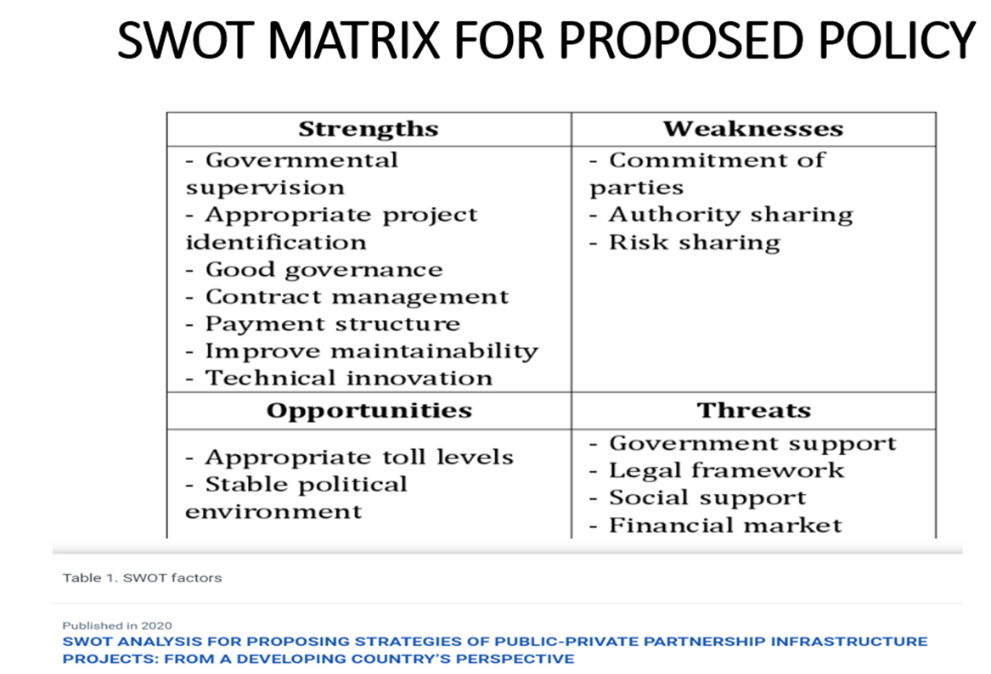
1. 1 page of PESTEL (feasibility analysis)
2. 1 page of SWOT
3. 1 page of a policy memo

3+3=6 pages in total.

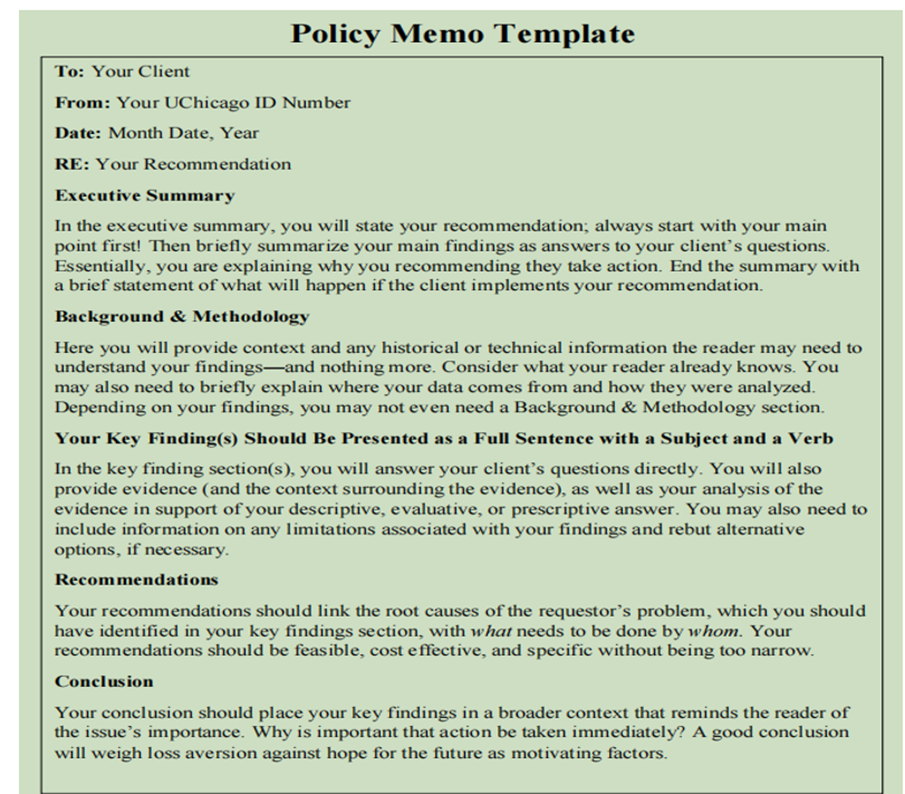
**Pestel model format and example**



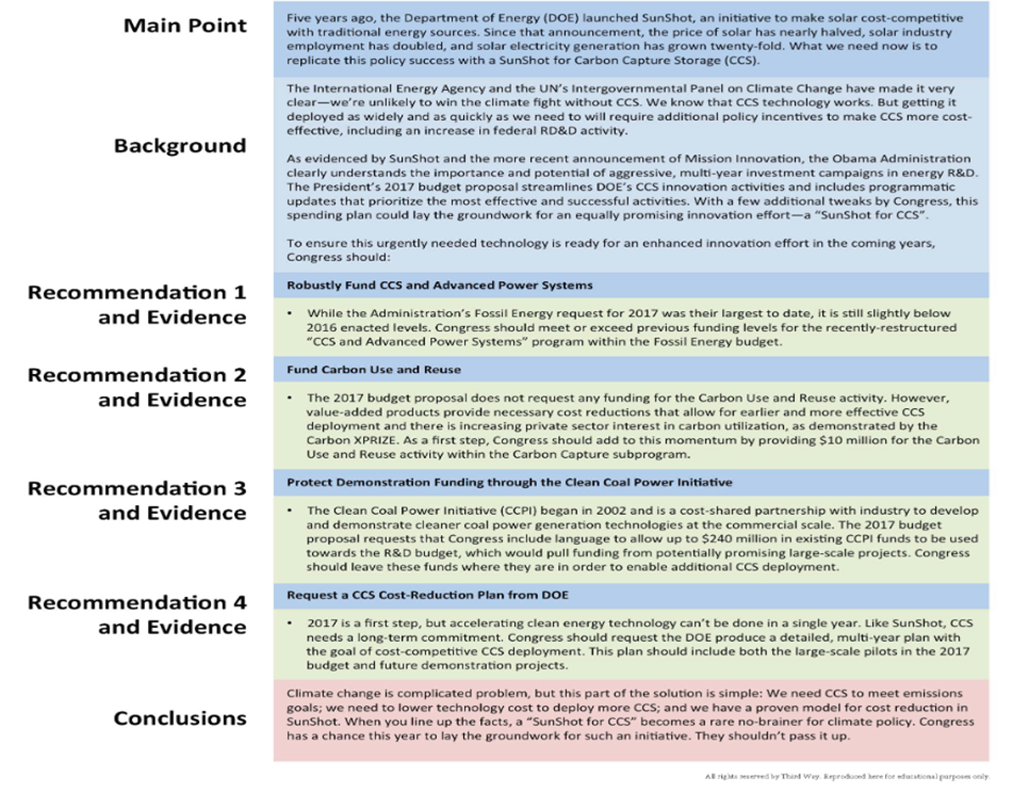
**SWOT ANALYSIS (an example)**

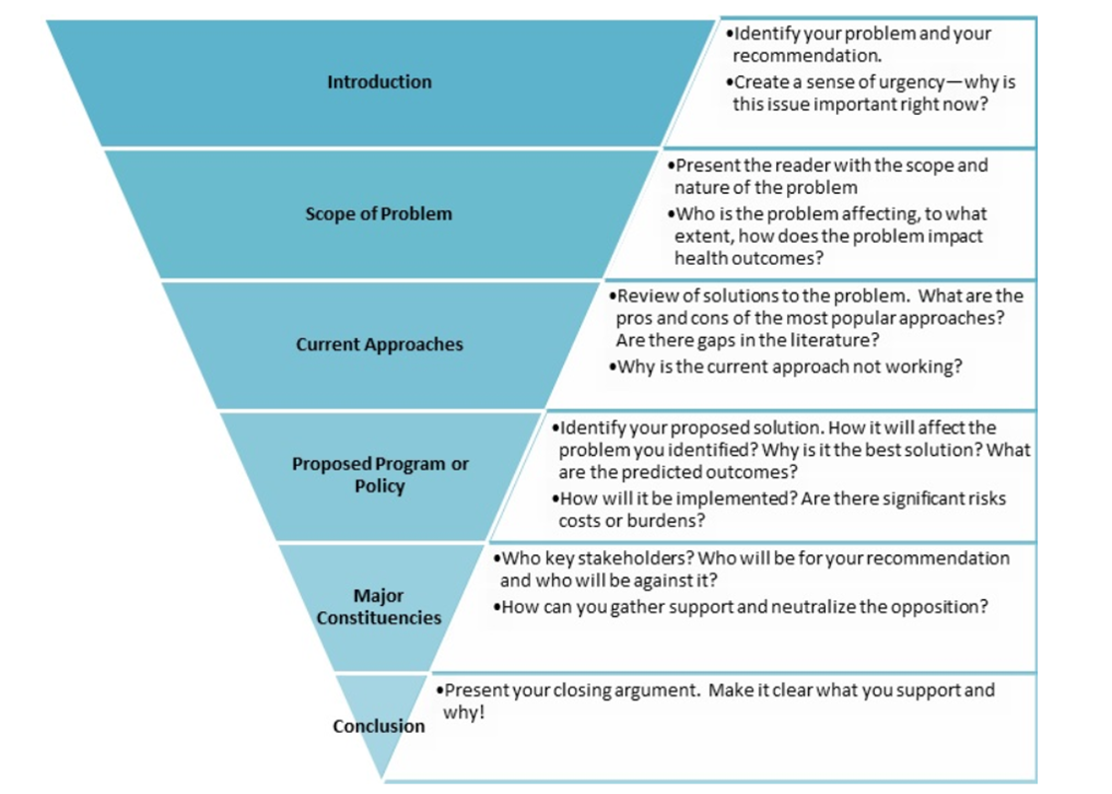


**POLICY MEMO FORMAT**

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Two recommendations with evidence are enough

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