

ABSTRACT

The world is facing many challenges like environmental, health, transportation, and fuel consumption related issues, all these problems can be solved by implementing a sustainable commuting solution like Bicycle, which can save the mother earth from many expected disasters in future. Bicycle-Sharing System is proven to be a well-liked, entertaining and a sustainable way to move about universities campuses, downtowns, colleges all around the world from a very long time, these systems are known as solution to such problems which are mentioned above. The purpose of this study is to address one of such problem, the problem of transportation faced by the students of MUET Jamshoro on a daily basis within the university, and later coming up with a solution for this problem. This research also reveals the reasons behind the nonsuccess of previously implemented USPCAS-W Bicycle-Sharing System inside Mehran UET, Jamshoro by using qualitative research approach and conducting interviews of the individuals linked with the previously implemented idea of Bicycle inside university. The existence of the issue of transportation was proven by using quantitative research approach, a structured questionnaire was created to collect data from 385 students enrolled in Mehran UET Jamshoro by utilizing a random sample technique. The result reveals the unavailability of a cheap, healthier transportation system for the students to commute from spot to spot inside the university. The results indicated that the lack of funds turnout to be the reason behind the USPCAS-W initiative of bicycles and currently only two modes of transportation are available inside the campus auto rickshaw costing 70 rupees per ride and points which are only available at specific hours. Students are not satisfied with the handling of commuting issues inside the campus as its difficult for them to pay 70 rupees per ride for commuting inside the campus. According to the results the students were in support of other eco-friendly option of transportation like bicycles inside the campus.

These findings basically gave us the basis to design a business model canvas “smart cycle” for Mehran UET, Jamshoro which can be executed easily in an economical way, this study proves how this “Smart Cycle” Bicycle-Sharing System is unique and cost effective then the previously implemented Bicycle Sharing ideas in Pakistan and all around the world.

Key Words: Sustainability, Transportation, Business Model Canvas, Bicycle-Sharing System