

## Design of a Bicycle for Carrying Agriculture Produce for Rural India



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**Keywords:** Load Carrying, Bicycle, Multipurpose, Rural Transportation, Agricultural Produce

**Abstract:**

Riding a bicycle is a source of great pleasure; no doubt bicycle offers so many advantages over other means of transportation. Carrying heavy loads and balancing is a difficult task for the user because bicycle is unstable when it is loaded. This project is an attempt to bring a solution for the problem of load carrying along with pleasing aesthetics, ergonomics and functional design for the targeted customers. Bicycle for carrying agricultural produce for rural India provides a solution for entire load carrying needs without occupying more space, with innovative design serving the purpose of load carrying, balancing and simplifying the storage system. It can be used for multiple applications as well and because of its easy attaching and detaching system, it can also be used as a trolley when detached from bicycle.

A complete study for design of a cycle for carrying agricultural produce for rural India focusing on the product usage was carried out. Product study was the basis for designing the product and conducting the market survey and interaction with the user. To determine the needs of the user, data collection was done through literature survey and ethnography study. A 1:1 prototype was built to validate the design and the feedback was positive and satisfactory.



**Various concepts of bicycle for carrying agriculture produce**



**Final concept of bicycle**