AGGREGATING CONSUMER DEMAND & DEPLOYMENT OF ROOFTOP SOLAR (DEMAND AGGREGATION PROGRAM)
Case study for targeted consumer category – Residential Welfare Associations, Schools, Colleges, Institutions, Hospitals, etc.

Assistance in “Consumer On-boarding”

Online & On-site potential assessment, with easy data access through online repository - Data Room thereby reducing transaction costs for developers

Media Outreach for effective information dissemination amongst stakeholders

Bid support Management - Proposing strategic recommendation to bidding documents and contractual frameworks.
INDIA’S 1ST EVER INNOVATIVE DATA ROOM FOR ROOFTOP SOLAR PROJECT
FEATURES AT A GLANCE

- Access it with Google drive link on the tender document
- Easy online access to 636 project sites with their coordinates
- Provides solar PV layout superimposed on Google image
- Estimates annual energy generation based on local climate data
- Estimates Solar PV Plant capacity based on available roof area considering near shadow, gap between rows and building code requirement for wind loading
- Access to past monthly electricity bills for each site
DEVELOPING COMPREHENSIVE METERING REGULATIONS & ACCOUNTING FRAMEWORK FOR ROOFTOP SOLAR IN INDIA
FEATURES AT A GLANCE

- Benchmarked the existing regulatory framework for rooftop solar in India and globally
- Identified the gaps in the model net metering regulation and suggested measures to address the gaps
- Conducted distribution-level load flow simulation studies to assess the technical impact of rooftop solar on the distribution infrastructure
- Proposed various utility-centric business models
- Analysed the commercial impact of rooftop solar on a distribution utility under various penetration scenarios for a 25 year timescale. Utility-centric business models were modelled as well.
- Proposed modifications to the model net metering regulation
MEDIA AND OUTREACH TO
CREATE AWARENESS AND
SUPPORT UPTAKE OF ROOFTOP
SOLAR IN INDIA
Conducted assessment on communications need-gap, including media verticals to be leveraged for state and national campaign

Conducted in-depth consumer research across residential, commercial and industrial segments in 4 states (Tamil Nadu, Assam, Himachal Pradesh, Madhya Pradesh) to identify challenges and opportunities for rooftop solar uptake

Developed master messaging framework and a detailed communications roadmap for the program

Conceptualized and developed the campaign narrative and unified brand identity

Provided strategic communications advisory and creative collaterals for:
- Demand aggregation in Delhi
- Madhya Pradesh RESCO tenders
- Stakeholder workshops across states

Developing promotional video, advertisements, radio spots for mass media campaign in Madhya Pradesh
INNOVATIVE FINANCING MECHANISMS FOR DRIVING ROOFTOP SOLAR IN MSMEs
FEATURES AT A GLANCE

- Identified ~18 GW rooftop solar potential in MSMEs
- Stakeholders - lenders, MSMEs and developers across India
- Selected sectors – Auto component MSMEs & Cold Chain MSMEs
- Barriers to uptake identified – Lender hesitance due to lack of security, unclear business horizon of MSMEs, MSME mistrust on quality of equipment, portfolio lending not picking up

A multi-tiered framework being designed, which includes

- Equipment & Service Provider Quality Standards
- Credit Guarantee &
- Performance Insurance
STREAMLINING APPLICATION & TRACKING PROCESSES THROUGH UNIFIED WEB PORTAL
FEATURES AT A GLANCE

- Single window portal allowing transactions between multiple stakeholders
- Dashboard for Consumer providing status update on interconnection
- Dashboard for DISCOM/SNA displaying State wide rooftop installations
- Report generation with segregation of data up to ‘Section’ level for DISCOMs
- Geo-tagging allows tracking from ‘Application’ to ‘Synchronization’ stage in real time
- Integration with MNRE SPIN Portal