

# **Entrepreneurship Development Programme on “Social Media Marketing”**

## **Introduction to Programme**

This training program is designed for professionals who are looking at demystifying the business, finance, technology & regulatory landscape of solar energy. In this program, information necessary to enter the business of Solar Energy will be provided along with excellent networking opportunities. A candidate will be able to have an understanding of the Installation & Design of a Solar system, Technology & Components, Site analysis, Load calculations, How to enter the business of solar, National Solar Mission, Government & State policies, Fundamentals of Solar Photovoltaics. The course will be conducted in a workshop mode (participative) and each session builds upon the previous session. We also conduct one to one session with each participant at the end of the training.

## **Course Content**

1. Brief about Solar Energy.
2. Global & India in solar at a glance
3. Electric power scenario in India
4. Reasons to invest in solar in India
5. What is MNRE, SECI, IREDA, Nodal Agencies, JNNSM (Subsidy, promotion activities)
6. Types of solar Systems/Cells – PV System, pumping system design, Solar Grid connected System (MW projects), Sizing of Solar Grid Interactive System, Solar Thermal System.
7. About solar panels – Types, Technology, availability in the market.
8. About Solar OFF-GRID (Roof Top system) - Solutions available to Off-Grid System (Solar home pack system, street light etc. Sizing of solar off-grid System, Components Off-Grid System
9. Business Opportunities of Solar Off-Grid (Roof Top) system in India market (Rural /Urban)

10. About Solar ON-GRID (Roof Top System) – Components, Sizing of solar ON-Grid System, Business Opportunities of the solar ON-Grid system in India market.
11. Business Opportunities of Solar MW system in India market.
12. Solar Thermal System application Industrial and Domestic.
13. Business development models for rural market / industrial/domestic
14. The case study of solar PV System.
15. Rating Agencies.
16. Practical session

**For Participation/Enquiry, Click On**

**<http://bit.ly/2Chyedt>**