

## GERMI Outreach Achievements for the Solar Wing (December 2014 – May 2015)

### 1. PARTNERSHIP

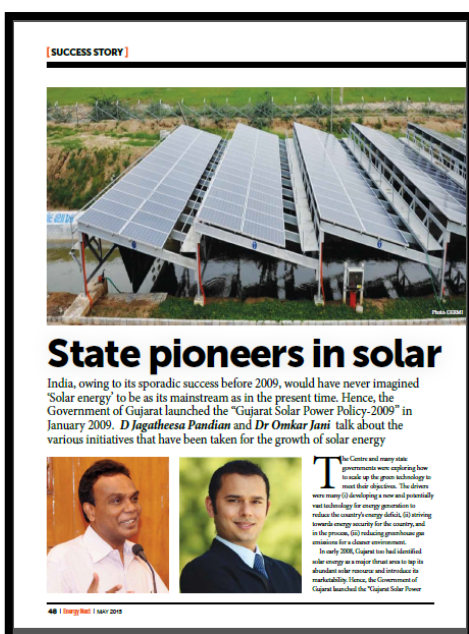
#### ANDHRA PRADESH SOLAR DEVELOPMENT SUMMIT 2015

- Knowledge Partners
  - Prepared a Policy brief, designed the agenda and all documentation for the summit.
- Speaking opportunity on Panel
  - The speaker – Mr. Akhilesh Magal spoke on accelerating Andhra Pradesh's solar PV performance.
- Stall
  - We got a stall (totally free of cost) to showcase our work and network with the participants.



It was a great event and we have received business interests and enquiries from 3 companies who wished to work with us in the future. Few of them have even asked us to hold interviews at the School of Petroleum to send eligible candidature to work with them on site, like Nuevosol Energy, Machine Pulse Ltd. etc.

### 2. ARTICLES:

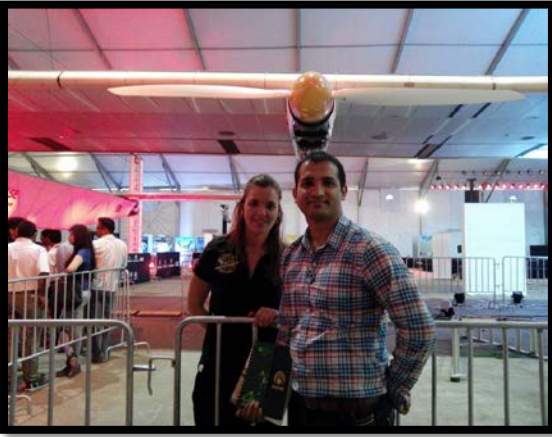


We have collaborated with top National and International magazines and publishing houses (print and web-based) like Clean Technica, PV Magazine, Solar Quarter etc. (India and abroad) and have sent out well researched articles on myriad topics ranging from electricity prices affecting solar market to solar market updates in India and funding opportunities. In a span of 2 months we have published 10 articles in important magazines and have received good reviews on them.

After seeing the success of this program we have also setup the Smart Grid Competency Centre (SGCC) to promote the smart grid intelligence of our team. We collaborated and published an article in the Solar International magazine the

copies of which will be displayed at the International Trade Press stand at the Intersolar EU event at Munich in June 2015.

### 3. TWITTER



Big names of the solar industry like Schneider, Honeywell, Siemens etc. follow our page and through our blog posts and articles have reached out to many readers including MNRE and the Solar Impulse team. From having no followers, we now have 51 and we aim for 500. We recently carried out a Twitter campaign to promote the arrival of Solar Impulse in Gujarat. The winner of the campaign was invited for a lunch at the hangar along with GERMI and SI2 staff. It was a great success since it provided leverage to the Solar Impulse 2 team and GERMI's visibility has embarked into a meteoric rise.

### 4. FACEBOOK

We have around 2,128 (from 1,921) followers in just two months of starting the outreach program and with the post on our National Certification Program (@ Vibrant) have made our presence felt among many stalwarts of the solar market. From the time we started there are 2,257 followers on our Facebook page.

### 5. ENERGY BLOG

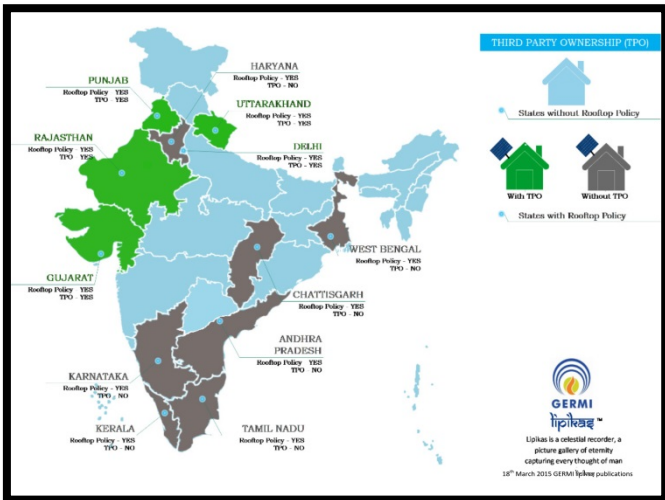
GERMI's first in-house blog for outward circulation to increase visibility of the research on technical aspects, policy analysis, energy efficiency etc. that are carried out at GERMI. We have got many queries based on the articles we have sent out. There's a team that is dedicated to handle and attend to these queries.

### 6. LINKEDIN

We have various professionals from ABB (India and UAE), Siemens, University of Stirling, University of Stanford etc. and we are member of various prestigious groups like Solar Professional, Solar in India etc. We have got a good response on our article discussions on pages like Solar Power Portal and Solar Professionals which are dedicated to discussions related to how India can advance its work towards achieving 100 GW target.

## 7. LIPIKAS PUBLICATIONS

To increase visibility of the policy research that is carried out by GERMI we have now started an in-house publication that will be presented 100 % info-graphically to cater to the informed audiences quicker and reach out to developers that seek this information. We have got good responses for these publications and people are eager to see the next one soon.



## 8. POLICY ALMANAC

GERMI has come out with a Policy Almanac which is like a policy brief or state snapshot that will be freely available on the internet for audiences to download and use a ready reckoner.

