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Coverage Dossier

“Panasonic Life Solutions

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Print	1
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Sr.No	Article Date	Headline / Summary	Publication	Edition	Page No.	Journalist
	Periodical					
1	31 May 2023	LEADERS SPEAK	The CSR Journal (English)	National	52, 53, 54	Bureau
	Online					
1	29 Jun 2023	Best 3 Pin Plugs in India: Top Picks (June, 2023)	The Times of India	Online Web	NA	Tarun Verma
2	28 Jun 2023	Enhancing electrical safety in the wire and cable industry	T&D India	Online Web	NA	Bureau
3	9 Jun 2023	Affordable And Premium 600mm Ceiling Fans in India: Top Picks (June, 2023)	The Times of India	Online Web	NA	Tarun Verma
	Social Media					
1	June 2023	RetroFit Installations	T3 Magazine	Instagram	NA	NA
2	June 2023	RetroFit Installations	Girish Mallya	Instagram	NA	NA

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Periodical

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Edition	National	Page No	52
Circulation	20,000		

LEADERS SPEAK

AMIT BARVE

Business Unit Head - Solar, Panasonic Life Solutions

The solar sector has gained immense importance in recent years as the world seeks to transition to a more sustainable and renewable energy future. India, as one of the fastest-growing economies in the world, has a significant role to play in the global solar sector. With its abundant solar resources and ambitious renewable energy targets, India has the potential to become a major player in the solar industry, both as a market and as a manufacturer of solar technology. In an exclusive interaction with The CSR Journal, Mr. Amit Barve from Panasonic Life Solutions talk about the opportunities in the solar space and the company's role in India's solar industry.

Q1. India has set ambitious targets for renewable energy production, especially solar. What recent policy changes have been made to help achieve these targets, and what impact do you expect them to have?

From a mere 7 GW of cumulative installed solar capacity in 2016 to almost 64 GW as of now, India has contributed exponentially to achieve green goals in last few years. Several policies and initiatives have helped in scaling up this growth including but not limited to

- Voluntary declaration by the Government of India (GOI) to achieve net zero goals by 2070.
- Creating market for Utility scale solar power plants by announcing various large-scale tenders, giving visibility of pipeline for such tenders, encouraging PSUs to shift for green power, creating plug and play infrastructure with Solar parks
- Creating infrastructure for interstate transmission especially for green power through dedicated green corridors, ISTS etc.
- Friendly policy framework for solar open access

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- National portal for promoting solar rooftop systems with direct capital subsidy benefit
- Production linked incentives (PLI) schemes for promoting entire ecosystem of raw materials as well as solar module production.

These initiatives would surely help making India amongst the top renewable energy producers and significant contributor to net zero goals.

Q2. How can solar energy be made more affordable and accessible to people in India and around the world, and what steps is Panasonic taking to address this issue?

With increased installations and adoption levelized cost of generating electricity has reached parity in almost all states for Commercial and Industrial (C&I) consumers in India. This can already be seen in the tremendous growth on solar deployment in this sector for the last few years. We expect this segment to keep growing at a decent CAGR for at least the next decade. Also, policy intervention in making open access attractive has also led to multiple corporates adopting solar energy. Today corporates are not only adopting solar energy for its cost advantage but also for their increased commitments towards the conservation of the environment and fulfilling their ESG goals.

With increased installations and adoption levelized cost of generating electricity has reached parity in almost all states for Commercial and Industrial (C&I) consumers in India.

In the government sector, there is a tremendous push from the central government, and all government buildings are now getting powered using solar energy. Over and above all the public sector units as well as state government entities have taken up green causes and are increasing their share of contribution by adopting solar power.

For Residential consumers, it is a mixed bag with very few consumers who are having very high energy consumption come in the economic feasibility zone, and they have already started adopting. However, for major households still, solar energy is expensive as well as they also need funding support. To make these consumers adopt solar, the government is subsidising costs by giving upfront capital support. Also, funding for such systems has been taken up by all Banking institutions as well as NBFCs for quick uptake.

Panasonic is already well entrenched in the C&I segment with its proven solutions and now entering residential markets with High-quality Solar Residential kits. We have requisite tie-ups with Banks as well as NBFCs for making adoption easier, more convenient, and faster.

Q3. What challenges does the solar energy industry currently face, and what steps can be taken to overcome them?

Today demand for the deployment of solar energy is growing at a very fast pace, but we still lag a lot on the supply side. Despite establishing a large manufacturing capacity for solar modules, we still have a heavy dependency for the import of raw materials like cells, wafers, EVA, frames, back sheets, glass etc. used for solar module manufacturing. With high import dependence, we face huge challenges in terms of impact because of forex fluctuations, availability of raw materials on time, quality control, competitive cost etc.

With growing manufacturing capability, we also have a bigger problem of the availability of trained manpower to manage these sophisticated, fully automated manufacturing lines. Also, we are still far away from developing our capability in Research and Development for technologies in solar energy, especially in the value chain of solar manufacturing, which is the most needed to make India "Aatmanirbhar" in the solar energy sector.

GOI has come up with a PLI scheme to boost the manufacturing of raw materials of the value chain in India, which is in the phase of execution and next two to three years, we would see increased capacities manufactured in India. Under the Skilling India initiative lot of new institutes are coming up for the training of required manpower which will start showcasing its results in the coming days. Overall, India is on the cusp of a solar component manufacturing revolution which would see us becoming a top-ranked country in the next few years.

Q4. How do you see the solar energy industry evolving in the coming years, and what new technologies or trends do you expect to emerge?

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To meet ever-surging energy demand and with limitations of availability of fossil fuels, solar is the best form of energy to fulfil the needs of India and bridge the demand-supply gap. For the next decade or so, the market is expected to remain dynamic and thriving, with a greater emphasis on incorporating a plethora of technological innovations. The segment is going to be much more receptive and adaptable given the increased consciousness in reaching carbon neutrality by businesses and countries alike. To improve the availability of green power, we would see increased use of hybrids like Solar-Wind and Solar with storage making it truly Round the clock (RTC) power.

On the technology front current technology of Mono PERC has reached its theoretical maximum limit, and for further enhancement of efficiencies, TOPCON and HJT are the prime contenders. Today the rate of adoption of TOPCON is taking a leap ahead of HJT on account of the ease with which lines of Mono PERC can be converted in TOPCON. However, these are early days, and we should watch out for developments closely on the technology side.

Q5. How can solar energy help to create jobs and drive economic growth in India and other countries, and what are some of the key benefits of investing in this sector?

As solar energy is a truly distributed form of energy, it has tremendous potential to contribute to job creation not only upstream but even downstream. Opportunities for job creation are plenty in upstream in manufacturing sectors like raw materials starting from Polysilicon, Ingots, Wafers, Cells, and modules. Also, as the ecosystem is developing in India we would see more investments in the balance of components like back sheets, EVA, junction boxes, glass, frames getting localised creating further opportunity of job creation. Solar module manufacturing capacity enhancement alone from 10 GW to 50 GW by 2030 is likely to add up close to 5 lacs of direct as well as indirect jobs in India.

While on downstream being distributed source of energy generation, we expect more jobs getting created for installation and commissioning of projects as well as smaller systems. Over and above this operation and maintenance of these systems for next 25 years would create long term job prospects on PAN India basis.

Q6. What are some of the most promising innovations currently being developed in the solar energy space, and how do you see them impacting the industry in the coming years?

The rate of change in technology in the solar sector has been unprecedented in the last decade or so and has never seen such disruption in its lifetime. This disruption in technology is expected to grow further, and we will see the evolvement of high efficiency while low-cost technologies which would help in improving adaptability. With increased Research & Development efforts being undertaken by top companies around the world, higher efficiency and next-gen technology innovations like TOPCON and HJT are likely to be the front-runners. Also, a lot of activity is expected on perovskite, which would help in improving deployment feasibility because of the nature of cells and their adaptability.

Innovations in storage with solar will help address the intermittency issues inherent to solar power and meet the peak and round-the-clock energy demands using solar power. Innovations in remote monitoring systems such as advanced predictive analysis, and timely corrective actions with the use of artificial intelligence have been gamechanger as well. This helps smartly manage solar assets today, enabling better energy yield and improved ROIs.

Q7. Finally, what message would you like to share with individuals and organizations who are interested in supporting the growth and development of the solar energy industry?

India, like any other country, has led the world in pushing for and implementing massive amounts of solar energy. Because of economies of scale, solar has now attained grid parity in most of the world, including India. Solar energy will remain a prominent energy source in the future due to the quick availability of low-cost electricity with major environmental benefits. Over the next two decades, there will be no going back and installed capacity in India and around the world will continue to expand year after year. With global geopolitical concerns, India is becoming a popular place for obtaining solar components, and this need is expected to grow in the coming years. So, together we should boost this growth in the installation of green energies and especially solar power would own the maximum share in the energy mix for the next 20 years.

Online

Website:	The Times of India	Word count	1144
Published Date	29 Jun 2023	Journalist:	Tarun Verma

Best 3 Pin Plugs in India: Top Picks (June, 2023)

https://timesofindia.indiatimes.com/most-searched-products/electronics/miscellaneous/best-3-pin-plugs-in-india-top-picks/articleshow/101373180.cms

Best 3 Pin Plugs in India: Top Picks (July, 2023)

Tarun Verma / TOI Most Searched Products / Jun 29, 2023, 22:06 IST

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Electricity supplies around the world can range from 100V to 240V. It is extremely dangerous to use an electrical appliance with a voltage rating that differs from the supply voltage. However, this article is here to help you save by listing some of the best 3 pin plug

Website:	T&D India	Word count	591
Published Date	28 Jun 2023	Journalist:	Bureau

Enhancing electrical safety in the wire and cable industry

https://www.tndindia.com/enhancing-electrical-safety-in-the-wire-and-cable-industry/

BY INVITATION

Enhancing Electrical Safety In The Wire And Cable Industry

T&D India June 28, 2023

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When it comes to the wire and cable industry, safety is uncompromising and a critical aspect for many brands of repute, notes ***Hemant Gadhave.***

Hemant Gadhave

While the wire and cable market is congested with many unorganized sector firms. It has been observed that manufacturers in the unorganized sector use subpar materials with insufficient as well as poorer copper conductivity. The small amount of copper in these poor conductivity wires will also increase the end user's power consumption and result in conductor heating when they are used for work. Because the low-quality insulations cannot withstand this temperature, the insulation breaks down, posing an electrical or fire hazard.

According to research, it is the toxic gases emitted during the burning of the insulating material that cause casualties in a short-circuit-induced fire, not the fire itself. Clearly, these inferior materials prove to be fatal in the event of an unintentional fire. When dealing with cables and wires the following protocols should be followed:

Website:	The Times of India	Word count	1145
Published Date	9 Jun 2023	Journalist:	Tarun Verma

Affordable And Premium 600mm Ceiling Fans in India: Top Picks (June, 2023)

https://timesofindia.indiatimes.com/most-searched-products/electronics/fans/affordable-and-premium-600mm-ceiling-fans-in-india-top-picks/articleshow/100883117.cms

Affordable And Premium 600mm Ceiling Fans in India: Top Picks (June, 2023)

Tarun Verma / TOI Most Searched Products / Jun 9, 2023, 22:26 IST

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Ceiling fans are available in a variety of styles and sizes and today this article contains some high-quality 600mm ceiling fans. However, it is highly recommended that you should choose a fan that complements your room's décor and reflects your personal preferences.

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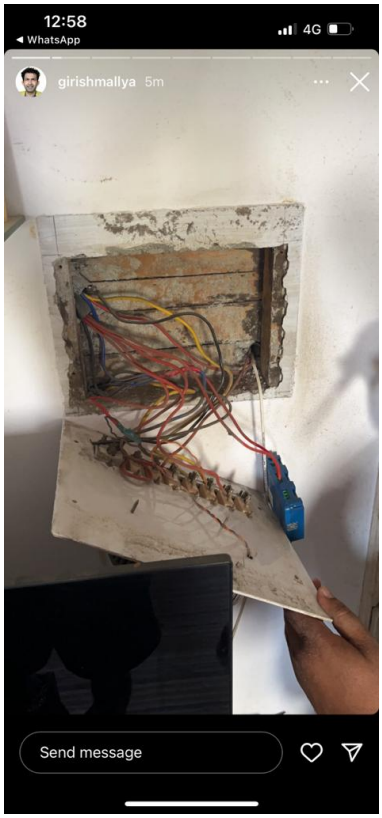
SOCIAL MEDIA

Publication:	T3 Magazine	Type of Post	Static Instagram Post

Journalist:	Girish Mallya	Type of Post	Static Instagram Post and Stories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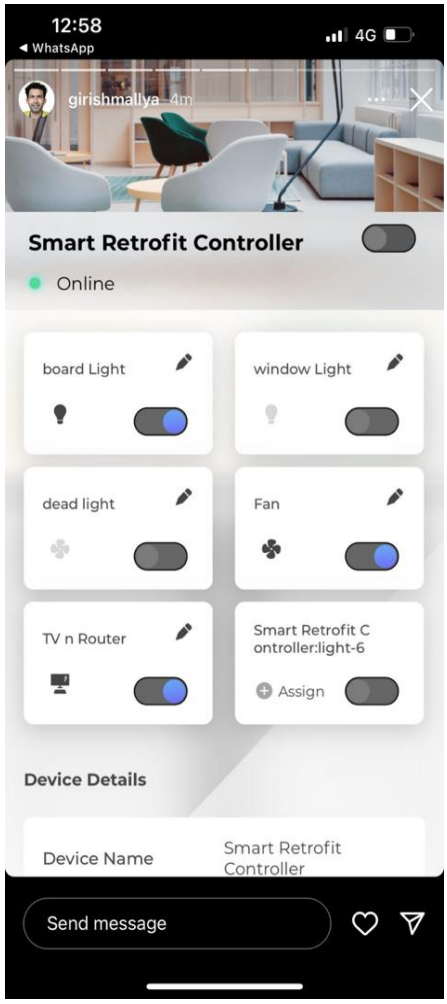
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