

A STUDY ON USER'S PERCEPTION TOWARDS AN ALTERNATIVE SOURCE OF ENERGY – THE SOLAR PRODUCTS

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Abstract : All the world's energy needs could be provided cleanly, sustainably and economically by the year 2050. Renewable energy is the way ahead. Such a transition is not only possible but also cost-effective, providing energy that is affordable for all and producing it in ways that can be sustained by the global economy and the planet. This study's findings offer insights on how the public perceives solar panels, along with issues the government needs to address to ensure successful public participation in the use of solar energy.

INTRODUCTION

The Indian power industry has continued to have issues with meeting its power generation goals since independence. Conventional sources of energy, especially coal, have not been able to keep up with demand and the country needs a true all-of-the-above policy approach to meet its ever increasing demand. Interest has naturally shifted to renewable sources of energy generation in the last few years along with the rest of the world.

We have always been of the opinion that policies are effective if they are implemented from the bottom-up with stakeholder buy-in. In this case, most of the Indian population has a stake. However, most of the current policies have been developed from the top down with no input from end users. Most businesses and communities are often disenchanted and they see energy policies as status quo where policy makers and industry make the rules and in the end communities lose. We decided to go out to the consumers and ask what they really thought.

STATEMENT OF THE PROBLEM

The initial cost of purchasing a solar system is fairly high this includes paying for solar panels, inverter, batteries, wiring, and for the installation. Although solar energy can still be collected during cloudy and rainy days, the efficiency of the solar system drops. Solar panels are dependent on sunlight to effectively gather solar energy. Lack of policies and regulations favouring the development of renewable energy technologies can hinder adoption of these technologies.. Further, lack of knowledge and awareness of renewable energy technologies and systems amongst rural communities. The government needs to support a major initiative such as solar energy technology so that it can become a veritable and affordable alternative for citizens to solve electricity problems. Hence, the present study makes an attempt to find out the level of awareness among the customers towards solar energy products and also to identify the satisfaction level, users' perception and problems of the customers towards solar energy products.

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