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Output 4: Demand Aggregation

The output 4 i.e., Aggregation of the consumer demand for distributes solar PV systems within the city municipality limits for the Residential consumers, State Government Consumers, Commercial & Industrial Consumers. The output is divided in 8 Activities that are:

Activity 1	Development of Local Implementation Network
Activity 2	Selection of area/locality for outreach
Activity 3	Content development
Activity 4	Residential Outreach campaigns
Activity 5	Development of Project Implementation strategy
Activity 6	Conduct workshop for onboarding of Government entities
Activity 7	Conduct workshop for onboarding C&I consumers
Activity 8	Project Implementation support

The team of consultants has successfully implemented the Demand Aggregation activities. The implementation strategy used for the Demand Aggregation has been describe in this report.

1 DEVELOPMENT OF LOCAL IMPLEMENTATION NETWORK

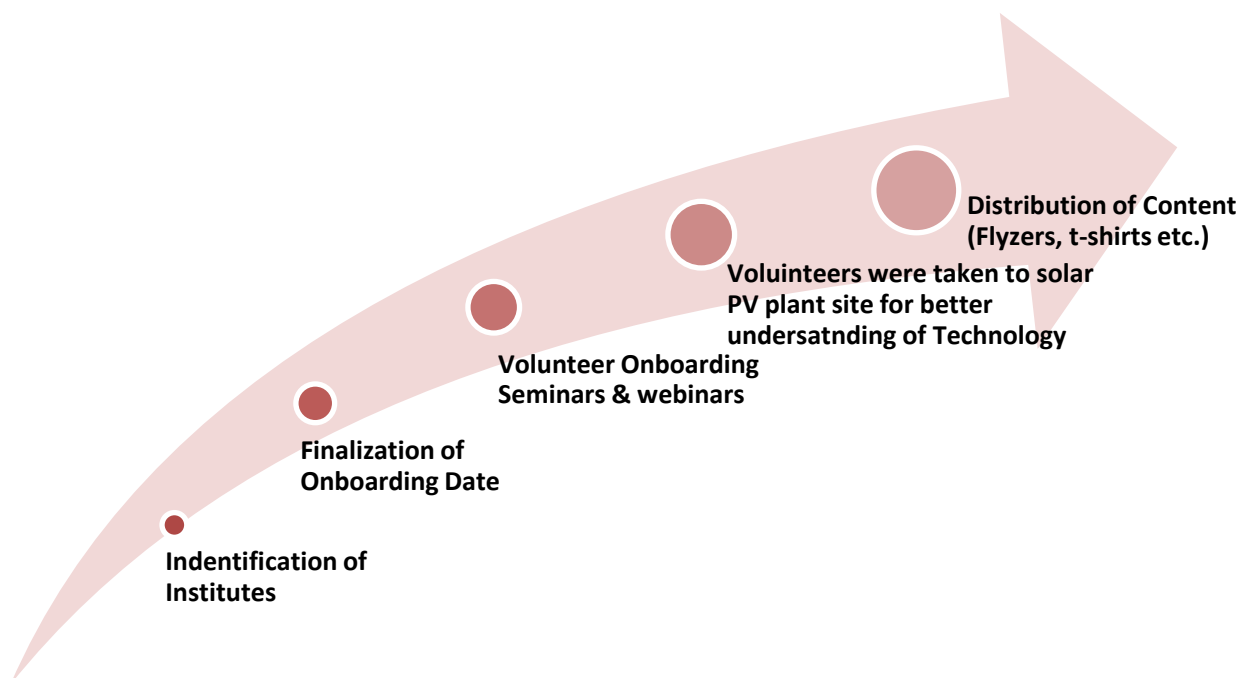
The process starts from Identification of the Technical / Management College for the Volunteer onboarding exercise. Both physical and online webinars were conducted to engage with students and induct volunteers for our program.

Table 1: List of Volunteers On-boarding Sessions

Sr. No.	Title	City	Date
1	Onboarding Session for the Volunteers of RE City Project at School of Technology, PDPU	Gandhinagar	17-12-2021
2	Onboarding Session for the Volunteers of RE City Project at School of Petroleum Management, PDEU	Gandhinagar	27-11-2021
3	Onboarding Session for the Volunteers of RE City Project at L.J. Institute	Gandhinagar	27-11-2021
4	Onboarding Session for the	Gandhinagar	20-11-2021

	Volunteers of RE City Project at School of Petroleum Management, PDEU			
5	Onboarding Session for the Volunteers of RE City Project at School of Petroleum Management, PDEU	Gandhinagar	30-10-2021	
6	Onboarding Session for the Volunteers of RE City Project at School of Petroleum Management, PDEU	Gandhinagar	24-10-2021	
7	Onboarding Session for the Volunteers of RE City Project at School of Petroleum Management, PDEU	Gandhinagar	23-10-2021	

The consultants educate the volunteers on how solar rooftop system work, what is subsidy scheme, Benefit of Roof top Solar system & Payback calculation and a brief training about the field activities to interact with consumers.



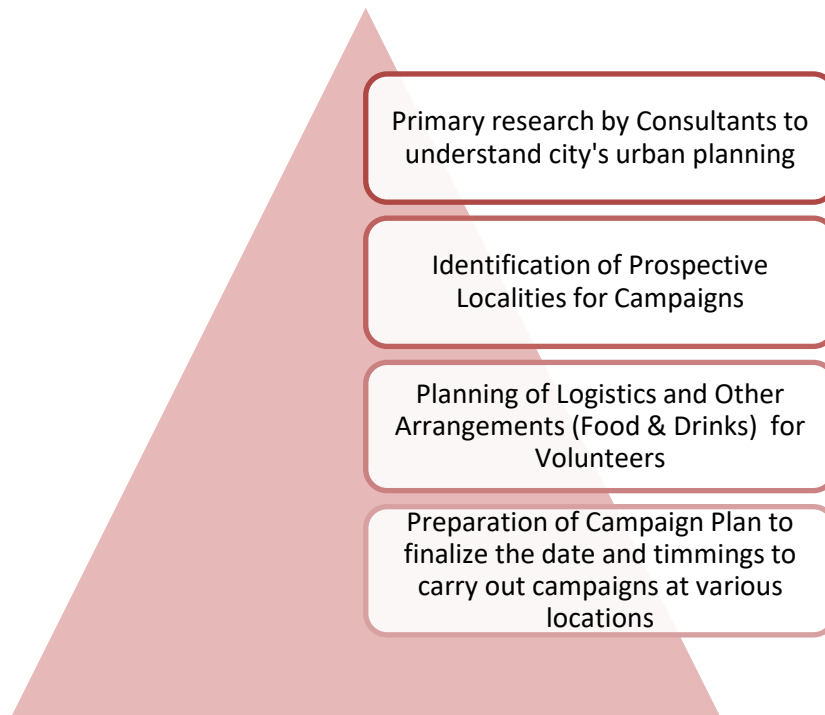
Volunteer’s management: Volunteers registered to the online application to access campaign related details and the ease of access and advanced Volunteer management through **iSmart Web Portal** and **AHA Solar Helper Mobile** app where all the communication and data collection had done on cloud . During the campaign, the project team kept a close eye on the volunteers' activities using on-ground team to monitor the activities and the digital platform such as WhatsApp Chatbot and AHA Solar Platform to capture the interest of the consumers for the rooftop solar.



Figure 1: Volunteers Onboarding Seminars

2 STUDY OF THE CITY PROFILE

A small team of experienced consultants was formed, and visual survey was carried out to study the residential area of the cities. The exercise was carried out to identify and shortlist Residential localities, route for 'Surya Rath', Type of Residential Society's etc.



The steps involved in the selection of area/locality for outreach campaigns are

Step 1: Inputs taken from the Local Network / Government officials / CNA's etc.

Step 2: Based on the Output 3 of the Sun Analyzer Software, the high concentration area for residential consumers is identified

Step 3: The criteria to select any locality based on the high impact like whether Solar is already installed in that particular area and high spending areas (based on physical survey of locality)

Step 4: The Shortlisted area is the discussed with concerned DisCom

Step 5: Based on availability of utility officer in the particular sub-division, the Locality and Date for campaign is finalized

3 OUTREACH MATERIAL DESIGNING

Preparation of Final marketing material (Leaflet, Broacher, Surya Rath etc.) design and finalized type of campaign

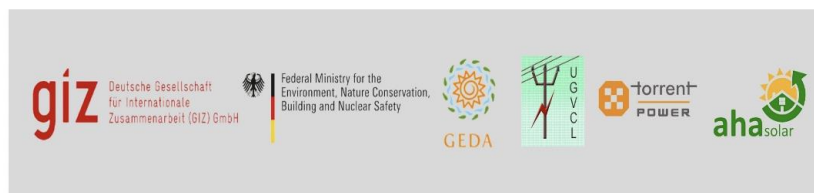
List of marketing material to be developed

3.1 Designing of leaflet in local language as well as in English &Hindi.



Figure 2: Flyers used in Campaign Outreach

3.2 Finalized route of Surya Rath



SURYA RATH YATRA ROUTE PLAN

Sr No	Date	Location	Route	No of Volunteer	No of Car	No of Lead Generated	Institute
1	15/03/22	Gandhinagar	Day 1 Udhog Bhawan , Sector 21 & 22	23	6	276	SPM
2	16/03/22	Gandhinagar	Day 2 Kudasan , Raysan , Urjan Nagar & Koba	57	10	570	SPM
3	17/03/22	Gandhinagar	Day 3 Sector 24 & 25	57	10	627	SPM
4	19/03/22	Gandhinagar	Day 4 Sector 1 & 2	42	7	630	VPMP
5	20/03/22	Gandhinagar	Day 5 Sector 13,15 & PVR Cinema	42	7	546	VPMP
6	21/03/22	Gandhinagar	Day 6 Sector 3 & 4	22	4	220	VPMP
7	22/03/22	Gandhinagar	Day 7 Sector 5 & 6	25	4	300	VPMP
8	23/03/22	Gandhinagar	Day 8 Sector 12 & 13	30	5	270	VPMP
9	24/03/22	Gandhinagar	Day 9 Sector 7	25	4	375	VPMP
10	25/03/22	Gandhinagar	Day 10 Sector 26	27	5	216	VPMP
For More details call us on 9601665494 / 9829548631				350		4030	

Figure 3: Surya Rath Route Details

3.3 Developing the Surya Rath

Surya rath is a 4 Wheeler vehicle designed to attract the audience in the route it would be traveling. The rath was decorated with banners having the information about the Solar components, schemes, and procedures to apply along with the banners of Stakeholders involved in the project.



Figure 4: Surya Rath

Key message delivered during the Surya rath Yatra campaign are:

- Awareness generation about adoption of Solar PV systems by demonstrating the components installed in Surya Rath
- Briefing key features and benefits of “Gandhinagar Solar City”
- Next Step Guidance by sharing “WhatsApp number (chatbot)”, QR code scanning, etc.
- With the Call of Action of the event was to help the Consumer to proceed further of owning a rooftop solar PV system by using the either of the four options:
 - Miss Call at 7666-44-66-11
 - Log In to www.ismartsolar.in
 - Scan the QR Code for more information
 - Collect Mobile no., tentative capacity, name, and city of interested consumer

4 DEMAND AGGREGATION CAMPAIGNS FOR RESIDENTIAL CONSUMERS

The activity of Field Campaign is to create awareness and facilitation about rooftop solar systems across various consumer categories and create local demand. These activities were carried out with the help

of Local Implementation Network developed by the Deloitte's project team in the city along with the state governments officials.

There campaigns were executed in 2 legs

1. **Door-to-Door:** In the 1st leg campaigns were carried out by the teams of volunteers by interacting with the residents in the targeted societies by disseminating knowledge about state solar rooftop program and distribution of flyers and same.
2. **Surya Rath Yatra:** In the 2nd leg the 'Surya Rath' was developed which is decorated with banners and working model of solar rooftop system. The Surya Rath was launched on the pre-planned route accompanied by the group of volunteers by disseminating knowledge about state solar rooftop program and distribution of flyers and same.

The key activities held on the scheduled outreach campaigns are

- Finalized the route and Campaign society in coordination with SNA
- On the day of campaign, onboarded volunteer with city coordinator aware local consumers about rooftop solar system, Benefit of roof top system and payback of system and government schemes.
- The activity is performed on Road & Door-to-Door by disseminating knowledge about state solar rooftop program and distribution of flyers and same.
- Lead form or inquiry form fill up by volunteer to aggregate demand.
- Consumers who were interested shared their information, which was recorded in the database as well.



Figure 5: Scanner for WhatsApp Chatbot

A total of 20 Campaigns were done with the help of 151 Volunteers in the 28 localities in the city of Gandhinagar.

Glimpse of Outreach Campaigns in Gandhinagar



Figure 6: Campaign Pictures

The table below shows the summary of the demand aggregation campaigns carried out in the city of Gandhinagar, Gujarat. The list of individual report for each campaigns is attached as Annexure A (Link is Provided).

Table 2: Residential Consumers' Demand Aggregation Activity Outcome

Campaign No.	Type of Campaign	Date	Locality	No. of Volunteers	Consumer Targeted	Demand Aggregated
1	Door-to-Door	30 October 2021	Adalaj	43	400	350
2	Door-to-Door	30 October 2021	Adalaj	43	400	350
3	Door-to-Door	20 November 2021	Pethapur	37	1100	350
4	Door-to-Door	20 November 2021	Pethapur	37	900	400
5	Door-to-Door	20 November 2021	Pethapur	37	1000	350
6	Door-to-Door	27 November 2021	Sector 2A	36	900	300
7	Door-to-Door	27 November 2021	Sector 2A	36	1000	250
8	Door-to-Door	17 December 2021	Sector 3A	39	800	380
9	Door-to-Door	17 December 2021	Sector 3B & 3C	39	1000	300
10	Door-to-Door	17 December 2021	Sector 3D	39	800	350
11	Surya	15 March	Udyog Bhawan, Sec	23	2000	1000

	Rath	2022		21 & 22			
12	Surya Rath	16 2022	March	Raisan, Kudasana, Urja Nagar & Koba	57	2500	2000
13	Surya Rath	17 2022	March	Sec 24 & 25	57	2500	2500
14	Surya Rath	19 2022	March	Sec 1 & 2	42	2800	2500
15	Surya Rath	20 2022	March	Sec 13, 15 & PVR Cinema	42	2500	2000
16	Surya Rath	21 2022	March	Sec 3 & 4	22	2000	850
17	Surya Rath	22 2022	March	Sec 5 & 6	25	1600	1200
18	Surya Rath	23 2022	March	Sec 12 & 13	30	1700	1000
19	Surya Rath	24 2022	March	Sec 7	25	1500	1200
20	Surya Rath	25 2022	March	Sec 26	27	1500	800

5 DEVELOPMENT OF PROJECT IMPLEMENTATION STRATEGY

The Project Implementation Strategy is developed by the consultants in coordination with the Gujarat Energy Development Agency (GEDA). The list of government buildings within the city limits has been collected and a list of final 243 buildings has been finalized in consultation with the City Nodal Agency. The strategy for C&I was to connect with the Associations of the Commercial & Industrials entities and arranging workshops with the interested members of the unions/Associations. Similarly for the Government consumers after the potential assessment of selected premises, the consultants had conducted seminars/workshops with representatives of departments whose buildings were finalized. The detailed description of the workshops with C&I and Government consumers has been mentioned in activities 6 & 7.

6 CONDUCT WORKSHOP FOR ONBOARDING OF GOVERNMENT ENTITIES

As a part of GIZ RE 100 city program , brief introduction of the concept of 100% renewable energy city and the various outputs related to the project namely- Development of city-level energy plans; Development of a Roadmap for 100% Renewable Energy (RE); Potential Assessment for Solar PV applications; Demand Aggregation & Development of a web-based dashboard were explained. Different government departments within the city limits are invited for workshop and brief discussion on the RE 100 agenda, inputs from previous experiences and way forward to successful implementation of the program were discussed. Final workshop was conducted to brief out different achievement of each output of RE 100 city program.

7 CONDUCT WORKSHOP FOR ONBOARDING C&I CONSUMERS

7.1 Commercial Consumers

The consultants segregated the commercial consumers into Clusters to target them for the demand aggregation purpose. The figure below should the number of commercial roof spaces captured by Sun Analyzer.

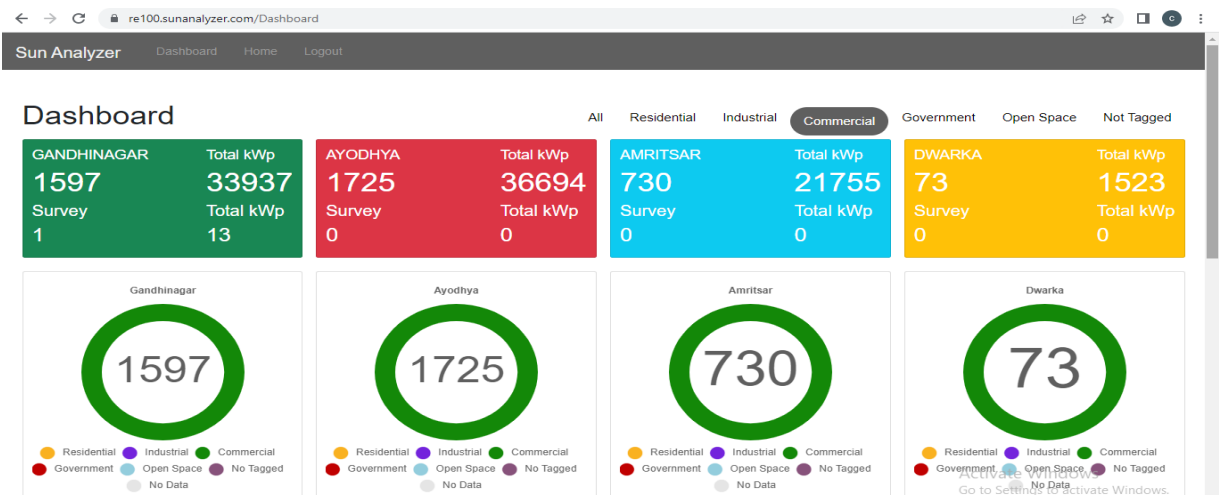


Figure 7: Gandhinagar Dashboard Snapshot

The figure below shows the commercial roof spaces in the Gandhinagar city.

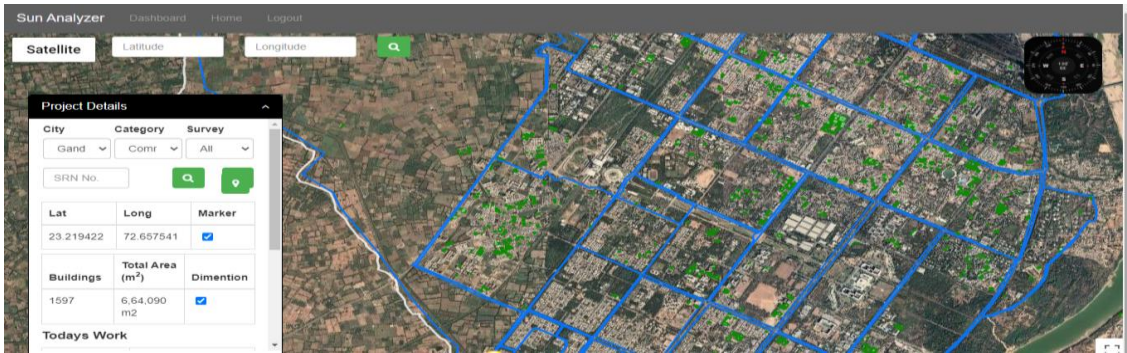


Figure 8: Map View of Commercial Consumers

7.2 Industrial Consumers

The consultants segregated the Industrial consumers into Clusters to target them for the demand aggregation purpose. The figure below should the number of Industrial roof spaces captured by Sun Analyzer.

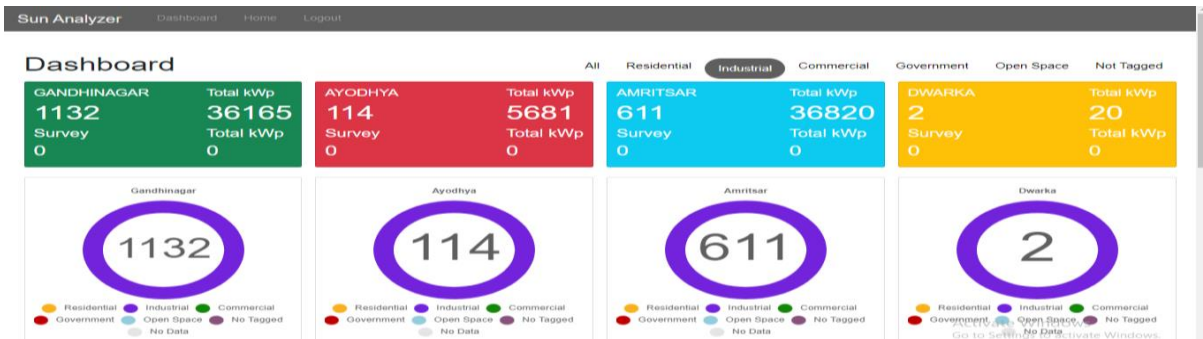
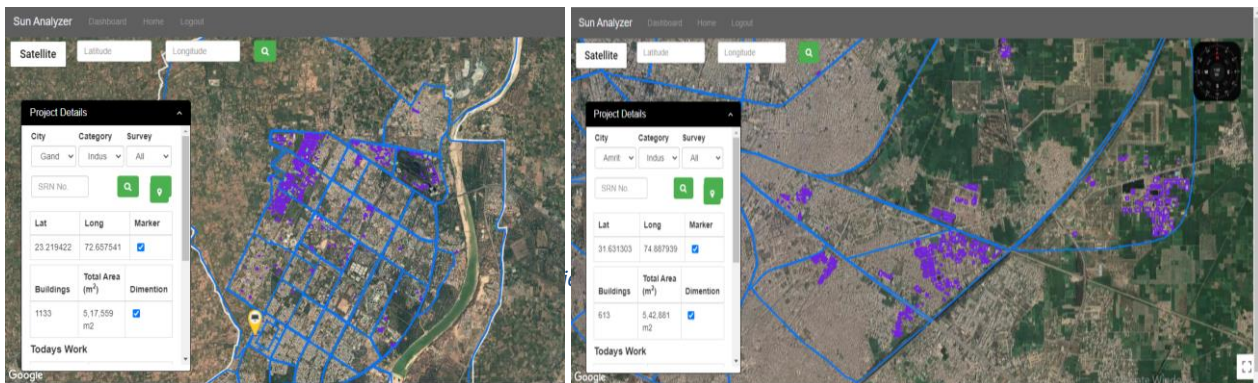


Figure 9: Gandhinagar Dashboard Snapshot

The figure below shows the industrial roof spaces in the Gandhinagar city.



8 PROJECT IMPLEMENTATION SUPPORT

- Number of Govt buildings identified for Technical Survey-359 buildings.
- Number of Govt buildings feasible for solar rooftop-242 buildings
- Total Gross Metering potential : 18,441 KW
- Total Net Metering potential :3,705 KW
- Aggregating Govt Building for implementing RTS project (Net Metering) under RESCO mode in Multiple Contract is recommended

Annexure

Annexure A: Link for individual report for each campaign.

Link:

https://drive.google.com/drive/folders/1HjB7vThRGELodyVobCM1jxcke_4ov27u?usp=sharing