

1. EVENTS



Renewable Energy India Expo, Greater Noida

The idea was to create a contact database and increase our reach and network while building contacts and continuously involving these contacts into our future proposals. We can also use this database to show to vendors of our reach in case they wish to generously donate for scientific research. Delhi and Noida being two of the most favourable rooftop solar states, this will be a great opportunity to develop business opportunities, receive traffic for our programmes as well as increase our ATC count. Various manufacturers showed interest in using GERMI's name for promoting their brands and products, in a way monetizing our reports and equipment reviews.

We will be continuing our 'free-of-cost' knowledge collaborations in 2017 with Energy Storage India (ESI) and India Smart Grid Forum.

Rooftop Solar Conclave – 2016

As part of the collaboration as strategic partner, we provided a specific Rooftop Awareness Flyer which lucidly answered questions on rooftop solar basics. We were given an audio-visual slot along with a stall to exhibit all our promotional materials. A 10 minute video was also shown on our 5 MW Rooftop Solar Programme at Gandhinagar. And a standee of GERMI's activities was displayed right beside the stage. GERMI also sent out emails to its extensive contact list as a part of the outreach for the event.



We also shared names of potential speakers who could contribute with their knowledge in the event. In turn we were provided a stall at the event venue for networking with the delegates.

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 years GERMI solar research wing has published **65 popular articles** in renowned magazines and have received excellent reviews from readers.



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 412 and we aim for 1000. Our new add-on ‘Energy Polls’ has been received very well and is a popular share amongst our followers. Hon’ble Minister of State with Independent Charge for Power, Coal, New and Renewable Energy and Mines, Government of India, **Mr, Piyush Goyal**

has tweeted our post regarding our collaboration with Skill Council for Green Jobs. We now have 5,701 tweet impressions (how many people read our twitter post) each day.

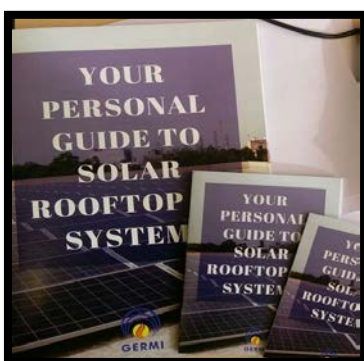
4. FACEBOOK

We have around 3,180 (from 1,921) followers in two years 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. In the last two quarters we have had more than 50,000 clicks/ impressions on our posts. If we monetize our page we could get more followers. GERMI’s post with the Haryana Chief Minister is our most liked picture on Facebook.



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. We have had 2 very popular info-graphics on ‘Open Access’ which portrays the entire journey of an open access customer pictorially and explains concepts useful for people to understand the charges; ‘WTO: U.S. vs India’ explains lucidly the WTO tussle that India has been having over the anti-dumping activities.



6. LINKEDIN

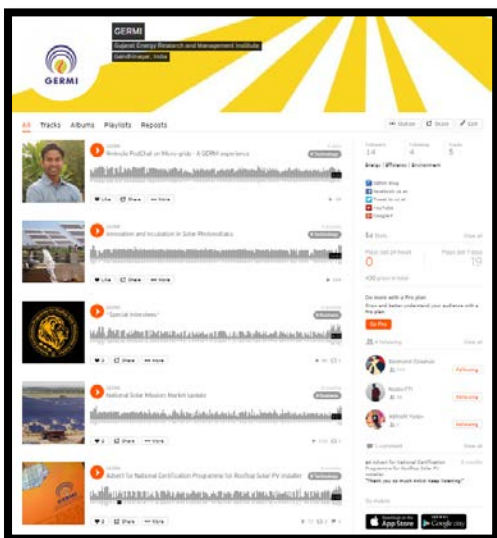
We are resourcefully linked with various professionals from ABB (India and UAE), Siemens, University of Stirling, University of Stanford etc. and we are member of various prestigious groups like Solar Professional, Solar in India etc.

7. FLYER/ INFOGRAPHICS

To increase visibility of the policy research that is carried out by GERMI plan to publish 100 % in-house designed info-graphics, to educate people and to convert layman into an informed audience. Pictorial representations are quicker to grasp and reach out to stakeholders that seek this information. We have got good responses for these publications and people are eager to see the next ones soon.



8. SOUND CLOUD



Not everyone in the team has the time to devote writing and publishing their work. So Audio-material and podcasts are handy in such times. We have published six 9-minute PodChats this year wherein the topics range from a solar update on the Jawaharlal Nehru National Solar Mission to our work in National vocational trainings and our first-hand experience with working on Micro-grids to the experience on developing a wind and solar forecasting model. The popularity of our podchats have spread so far that, we have had past NCP participants who have recorded their experience of working with GERMI and will also be willing to work with us for our future projects.