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## **Government initiatives to drive the Solar Photovoltaic Market in India, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches Solar Photovoltaic Market in India 2010 report covering one of the emerging markets in India with strong growth prospects. This report is a part of Netscribes' Renewable Energy Industry Series.*

**Mumbai, India – June 08, 2010** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Solar Photovoltaic Market in India 2010 report covering an industry which has immense potential to grow. Abundant solar radiation and a plethora of initiatives from the Government is expected to drive the growth of the market. The solar photovoltaic sector in India is witnessing the entry of players engaged in the conventional energy business to capitalize on the rising growth opportunities in the market.

The overview section provides an introduction to the overall renewable energy market including the share of renewable energy in the overall power sector in India, growth, and the share of the various segments of renewable energy, followed by a brief study on the photovoltaic technology and the overall solar photovoltaic market in India including region-wise distribution. An analysis of drivers reveals that abundant solar radiation, rise in foreign trade, fall in prices of raw materials, availability of funds, demand for off-grid PV applications, demand – supply gap and rise in polysilicon plants is driving growth in this sector. The key challenges identified are high costs for setting up large scale grid connected solar PV projects, lack of supply of silicon wafers, lack of standards, land acquisition problems, lack of consumer awareness.

The report covers the various initiatives undertaken by the Government of India with the major initiative being the Jawaharlal Nehru National Solar Mission. Other initiatives include generation based incentives, focus on R&D, fiscal incentives, special incentive package, Akshay Urja shops, remote village lighting program and various State funded initiatives. The report also discusses the current market trends including tie-ups between domestic and foreign firms, introduction of EMI schemes, telecom towers adopting solar PV applications and thermal power companies diversifying into solar photovoltaic segment. The competitive landscape includes the profile, expansion plans of the players in the market. The report also covers key developments in the sector.

For more details on the content of each report and ordering information please contact:

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## **About Netscribes (India) Pvt. Ltd.**

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