



## Report on

### Expert Talk on Promoting Solar Energy Adoption by Sri Mutyala Vamsi Krishna at MITS Radio 90.8

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On 8<sup>th</sup> October 2024, MITS Radio conducted an Expert talk under the observation of Sri.T.G.Ravi Kumar(Board of Governance) with expert Sri Mutyala Vamsi Krishna(Asst Sales Manager-Freyr Energy solutions) The main objective of about expert talk is to explain to accelerate the adoption of solar energy by making it accessible and affordable for homeowners and small-to-medium enterprises (SMEs) in India and empower retail customers to transition to solar power, helping them reduce electricity costs while contributing to environmental sustainability. Freyr Energy aims to play a key role in increasing the adoption of clean energy in a market where solar power currently constitutes a small fraction of the overall energy.

Initially RJ Vyshnavi introduced the Profile of expert Sri Mutyala Vamsi Krishna (Asst Sales Manager-Freyr Energy solutions). Then RJ Vyshnavi and RJ Sushmita asked there are so many questions regarding Solar Energy solutions



### **Key aspects while Interaction**

#### **Freyr Energy simplify adoptions from Homes and business**

Freyr Energy simplifies solar adoption for both homes and businesses through a combination of technology, customer-centric services, and integrated processes and SunPr0 app digitizes the entire process, from exploring solar solutions to owning and managing rooftop solar systems. Customers can get estimates, choose appropriate systems, and track their installation progress through the app.

#### **Biggest Challenges faced making solar power in India**

- ✓ The initial investment required for installing solar infrastructure, including panels, inverters, and mounting systems, is still high for many households and small businesses.
- ✓ Access to affordable financing is a significant challenge. Even though loans and subsidies are available, the lack of clear financing options, particularly for small-to-medium enterprises (SMEs) and rural communities, makes it difficult for potential customers to adopt solar power.

#### **Role of Solar Energy in Indian market**

- Solar energy is already 60% cheaper than traditional grid power, and as the cost of solar technology continues to decline, it is expected to offer even more significant savings for consumers, contributing to India's goal of providing affordable energy access.
- The Indian solar market is increasingly attracting foreign investments. Companies and investment groups are recognizing the long-term potential of the sector, which is fueling expansion and innovation in solar technology and infrastructure development.



### **Innovative Techniques in Freyr Energy solutions**

- Freyr's proprietary app, SunPro+, is at the heart of its innovation. It enables customers to explore solar options, get cost estimates, design solar systems, and track installation progress all in one place. The app makes solar adoption a one-click solution, simplifying what was once a complex process.
- Using the app, customers can input details about their energy usage and available roof space, and the app generates a **customized solar solution** based on these inputs, optimizing system design for maximum efficiency and cost-effectiveness.

### **Solar energy contributes to Sustainability goals**

1.Solar energy contributes directly to Goal 7 of the United Nations Sustainable Development Goals (SDGs): Affordable and Clean Energy. This goal promotes universal access to reliable, affordable, and modern energy services, which solar power can deliver, especially in areas where electricity is scarce or expensive.

2.Solar energy systems are cost-effective in the long run, providing energy security and reducing dependency on imported fossil fuels

### **Advices to engineers who are interested in solar Energy**

- Seek internships or entry-level positions that provide hands-on experience in solar installation, maintenance, or manufacturing. Exposure to the installation process and troubleshooting issues will provide valuable practical knowledge.
- Visiting operating solar farms or rooftop installations to observe their real-world performance can provide insight into common challenges and solutions in solar projects.
- Acquire skills in using solar design software like PVsyst, Helioscope, or AutoCAD, which are commonly used for designing and optimizing solar power systems.

### **Required skills for students in skills**

**Interpersonal Skills:** Working effectively with diverse teams, including engineers, policymakers, and clients, requires strong communication and collaboration skills.

**Presentation Skills:** The ability to present technical information clearly to non-technical stakeholders is crucial, especially when discussing project proposals or system benefits.



Finally, RJS Vyshnavi and Sushmita given vote of thanks for his valuable advices and key aspects.

### **Outcomes**

1. Outcome involved developing and maintaining long-term relationships with clients. This entails understanding their energy needs and providing tailored solar solutions that meet their requirements.
2. Promoted the Freyr Energy brand and its solar solutions through networking, attending trade shows, and engaging in marketing campaigns to raise awareness of solar energy benefits.

### **Conclusion**

The role of a Sales Manager at Freyr Energy encompasses driving sales growth, managing customer relationships, leading a sales team, and contributing to the overall mission of promoting solar energy. These outcomes primarily focus on driving sales, enhancing customer relationships, and contributing to the overall growth of the company in the solar energy sector.