

# UJJAIN SAUR URJA MELA

**Date: 14–15 June 2025 | Time: 10:00 a.m. to 6:00 p.m.**

**Venue: Dussehra Ground, Ujjain**



A rooftop solar awareness fair is being organised by the Center for Study of Science, Technology and Policy (CSTEP) in collaboration with the Madhya Pradesh Western Region Power Distribution Company (MPWZ) and the Madhya Pradesh Urja Vikas Nigam Limited (MPUVNL) in Ujjain, Madhya Pradesh. The objective of this two-day fair is to maximise consumer participation and enhance awareness of the ‘PM Surya Ghar: Muft Bijli Yojana’ (PMSGY), which offers subsidies to encourage individuals to install rooftop solar panels. To achieve this, we are involving registered solar vendors, manufacturers, and financial institutions to provide consumers with detailed information about the installation process and financial benefits of rooftop solar.

The event has been planned in Ujjain to take advantage of the city’s high population density and huge rooftop solar potential. Additionally, Ujjain, being a cultural and economic centre, fits well within the canvas of the country’s solar ambitions, thereby making it a good spot to demonstrate solar technology and government-sponsored incentives for solar power. This will also boost ecological energy development and set an example for other cities to follow.

The key objectives are as follows:

**Increase consumer participation** by organising a fair that attracts a larger and more diverse audience.

**Facilitate multi-stakeholder engagement** by bringing together consumers, registered solar vendors, financial institutions, and experts to provide holistic insights into rooftop solar adoption.



**Demonstrate CSTEP's Rooftop Solar Explorer (RTSE) tool in action** through hands-on sessions, including live rooftop assessments, DPR generation, and real-time consumer interaction.

**Promote adoption under the PM Surya Ghar Yojana** by making the subsidy benefits more visible, understandable, and accessible to the public.

**Provide a one-stop solution for prospective consumers** by offering real-time support on installation, financing, and vendor selection during the event.

**Attendees:** The fair seeks to engage potential rooftop solar adopters in the residential sector while also encouraging active participation from the youth. The goal is to jumpstart consumers' adoption of solar energy by connecting them with essential players, such as suppliers and financial institutions, and resolving their concerns regarding the installation at their respective locations through the RTSE Tool.

**Partners:** This fair is organised in collaboration with MPWZ, MPUVNL, nationalised banks, registered vendors, and CSTEP. The goal is to promote sustainable energy solutions by showcasing innovations and encouraging the adoption of renewable energy practices.

**Types of Booths:** The fair will bring together consumers, solar vendors, financial institutions, and other relevant organisations to promote rooftop solar adoption and raise consumer awareness.

1. **Vendors and Manufacturers:** This space will connect potential solar adopters with developers and product manufacturers. Vendors and manufacturers can showcase their products, providing detailed information on rooftop solar installation, component specifications, costing, subsidies, and more. Direct interaction will clarify any doubts and encourage solar adoption.
2. **Nationalised Banks:** Financial institutions will have a dedicated space to promote their specialised financial products designed for PMSGY. This will give consumers a clear understanding of their investment options in sustainable solar solutions.
3. **CSTEP:** CSTEP will showcase its RTSE tool. The tool allows users to visualise panel placement on their roofs and generates a detailed project report. The report includes technical factors such as solar radiation, capacity utilisation factor (CUF), panel and inverter types, and financial details, including PMSGY subsidy information. This personalised approach empowers consumers by



allowing them to see the potential impact of solar installations on their property.

4. **DISCOMs:** A dedicated space will be provided to Ujjain's distribution companies (DISCOMs), where visitors can seek clarification on topics such as electricity billing, net metering, solar energy integration, and other utility-related matters. By providing clear guidance and support, DISCOMs ensure a smoother adoption of solar energy solutions and foster awareness of renewable energy practices among attendees.

### Attractions

1. **Expert Panel Discussion and Knowledge-Sharing Sessions:** The solar fair will feature industry experts, researchers, and policymakers who will participate in conversations focused on latest developments, current obstacles, and future opportunities in the field of solar energy. These discussions will foster the cultivation of novel solutions and the free exchange of information that drives the implementation of sustainable practices through innovative insights.
2. **PMSGY Solar Samvaad – Clearing Myths and Answering Queries:** The Solar Samvaad workshop will feature an interactive format, allowing participants to meet experts who will clarify popular misconceptions about solar energy.
3. **Youth Engagement Through Competition:** Engineering college students will be invited to participate in competitions, such as debates and quizzes, and showcase their innovative projects. These activities will boost their creativity and knowledge about renewable energy and the environment.

**Expected Outcome:** The intended outcome of the solar rooftop awareness fair is to enhance awareness and increase the likelihood of solar adoption by addressing potential adopters' doubts regarding rooftop installation, PMSGY subsidy, financial assistance, vendor selection, and related information.