



Saachi Shinde

The PM Suryodaya Yojana is a groundbreaking initiative by the Indian government to promote the adoption of solar energy. The scheme offers substantial subsidies and incentives to make solar energy more affordable and accessible, aiming to increase the share of renewable energy in India and achieve sustainable development goals. Consumers can significantly reduce the consumption on grid-connected electricity, leading to lower electricity bills. Moreover, any surplus power generated can be fed back into the grid, and consumers can receive monetary benefits for the excess energy exported, as per prevailing regulations and metering provisions.

Jakson Solar's CEO Anurag Garg discusses how the PM Suryodaya Yojana propels sustainable energy initiatives, enhances rural connectivity, and supports the company's mission of environmental leadership.

Excerpts from the interview:

What elements of the PM Suryodaya Yojana inspired your company to actively participate in this initiative?

The initiative's emphasis on expanding access to solar power in under served areas resonates strongly with our mission to provide sustainable energy solutions. By participating, we can extend our reach to previously untapped consumer segments, particularly in rural and remote regions where energy access is limited. Also, the Yojana's provision of essential infrastructure and policy support facilitates stronger connections with end consumers. This enables us to deliver reliable and efficient energy solutions, overcoming logistical barriers effectively. Our involvement aligns perfectly with Jakson Solar's commitment to sustainability and corporate social responsibility.

How do your solar panels and systems comply with the quality standards set by the government for this scheme?

First and foremost we ensure that the quality standards set by the government under the PM Suryodaya Yojana are met by several stringent measures as mentioned below: First, our entire solar panels and systems strictly conform to the Bureau of Indian Standards (BIS). These standards require the use of top-quality materials and tight fabrication techniques to guarantee dependability and efficiency. Second, Jakson Solar surpasses the minimum requirements of BIS by choosing material of higher quality. Our

Magnifying solar growth

PM Suryodaya Yojana is an inspirational initiative that empowers rural India with sustainable energy

proactive approach translates into increased durability and performance of our solar products, thus providing better performance and longer life to our customers. Also, our quality commitment is further strengthened through periodic compliance audits and robust quality checks to ensure that we maintain the desired standards as required by the government and PM Suryodaya Yojana effectively.

In what ways has the policy and regulatory framework of the PM Suryodaya Yojana supported your company's growth in the solar energy sector?

Role of PM Suryodaya Yojana policy and regulatory framework have been instrumental in growth of Jakson solar in solar energy space in many ways. The framework has brought us in contact with several other players of industry through new partnerships. MoUs and the kind of contracts signed have defined the structures for working together and sharing the knowledge. The project has also successfully created new market opportunities through driving solar adoption across various sectors and regions specially in tier II – IV regions. This early push has exposed Jakson Solar to multiple new



Anurag Garg

business prospects, helping us expand our geographical presence and customer base, as well as diversify our portfolio and deepen our market leadership. Consequently, the enabling policy and regulatory framework fostered by PM Suryodaya Yojana, has helped in forming strategic partnerships, collaborations and also in leveraging the market access for us to harness newer opportunity led growth thus maintaining our leadership trajectory within the solar space particularly.

How has the PM Suryodaya Yojana enabled your company to engage with rural communities and contribute to their development?

This Yojana has been instrumental in enabling us to actively engage with rural communities, fostering their development through targeted initiatives. One such initiative is our Solar Saarthi Van, supported by the PM Suryodaya Yojana, which has travelled through Lucknow and is currently active in Kanpur. This month-long educational outreach program aims to educate residents about the benefits of solar energy and gov-

ernment incentives. By creating awareness and promoting the inclination towards adoption of solar solutions, this initiative not only educates but also empowers rural communities to make informed energy choices. Through the Solar Saarthi Van, Jakson Solar is empowering rural residents by equipping them with knowledge about available financial support and the advantages of solar energy. This educational outreach contributes significantly to sustainable community development and facilitates increased uptake of solar energy solutions among rural populations.

What are the key benefits of the PM Surya Yojana scheme for Indian households, and how does it promote renewable energy?

The PM Surya Yojana project is a big boon for India's households, principally by huge subsidies which are targeted at making solar energy more affordable and promoting usage of renewable energy. One of the major benefits includes substantial subsidies such as a 3-kW solar system that gets a ₹78,000 discount. Solar installations are made cheaper and available to the people through direct financial support to households. This investment in green energy helps people reduce dependence on traditional sources thus contributing towards environment conservation. Furthermore, it has been pivotal in encouraging renewable energy through the adoption of solar power as it provides subsidy to make solar installation more viable economically. The scheme achieves this by subsidising solar installations thereby giving incentives for large scale adaptation of renewable energy across the nation. Additionally, it results into enhanced energy security while reducing carbon footprints that would contribute towards national and global effort for mitigation against climate change.

What technological innovations are you incorporating to facilitate the PM Yojana?

We are pledged to incorporate state-of-the-art technological advancements in our solutions under the PM Suryodaya Yojana, making sure that they are effective and meet the scheme needs. One of our core innovations is the manufacture and supply of Domestic Content Requirement (DCR) modules customised for meeting the requirements of PM Suryodaya Yojana. These support local production drives as well as improve adherence to government regulations thus contributing towards encouraging domestic manufacturing capabilities. Further, we have designed a cutting-

edge online application system geared towards streamlining our operational processes. This helps our channel partners and dealers submit end-customer details more easily on the platform provided. This process is able to streamline installations' fast-tracking procedures and improve efficiency right from warranty document distribution. By use of digital solutions, we ensure quick service delivery and customer satisfaction at the same time meeting all scheme guidelines.

Long-term, Jakson Solar is serious about leading in innovative and future technologies furthering the goals of the PM Suryodaya Yojana and putting much emphasis on improving sustainable energies across India. We plan to set up an in-house cell fabrication facility that is much needed to enhance capacity in effectively meeting market demand. This not only supports local production but also makes sure that there is supply sufficiency for the goals of PM Suryodaya Yojana — encouraging domestic manufacturing and reducing dependence on imports.

In addition to this, state-of-the-art technologies at our end's new manufacturing facility will be utilized for the production of high-efficiency solar products.

How would you rate this scheme in terms of appropriate use of renewable energy and why?

PM Suryodaya Yojana is one of the key initiatives towards encouraging renewable energy concerning international parameters and enhancement in the pace of sustainable development goals for India. The Yojana thus acts as the catalyst if India has to fast-track itself toward the achievement of its net zero goals — broadly speaking, meeting net zero emissions targets by 2070. Through incentives offered both at manufacturers' and consumers' ends, the scheme increases the adoption and production of solar energy.

Such aggressive nature of the measures not only limits carbon footprints but places India way ahead of its international commitments, probably over-achieving them much before the deadlines set in. The Yojana has therefore made an enormous difference in the household adoption of solar across the length and breadth of India. It is generating awareness and sparking interest in the solar energy solution at large among domestic consumers. This accelerated interest has catalysed a quantum shift where households are rapidly installing solar systems, supported by companies like ours adapting quickly to meet this burgeoning demand.

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ROLE OF COMPANY SECRETARY



Public and Private entities play a key role in a nation's development. It is imperative that the interests of their stakeholders are well balanced while conforming to the laws of the land in true letter and spirit. The many roles played and diverse responsibilities shouldered by a Company Secretary ensure all these and more...

THE PATHWAY TO A BETTER FUTURE

Graduates / Post-graduates can directly register in the Company Secretary Course

The growth and development of any country is powered by the ability of its youth. For a country, where the youth hold immense potential to transform its future, it is imperative to provide them with the skill set and resources that can help them direct their energy towards nation building endeavors.

The Institute of Company Secretaries of India (ICSI), one of the most significant professional bodies of the country, has always been at the forefront in developing such skilled professionals who can foster a sustainable economic environment in the country.

In the modern business world, investors and other stakeholders are increasingly prioritizing businesses that demonstrate responsibility towards the environment and society. Company Secretaries are the professionals who play this multifaceted role of helping businesses bridge the gap between its aspirations and its legal obligations.

The ICSI understands that an active participation of the young population is crucial in steering India towards a more equitable and promising tomorrow. To contribute to this, the ICSI has taken initiatives aimed at bringing this dynamic percentage of the population to the mainstream and empowering them to navigate sustainability challenges effectively.

The ICSI has recently announced direct registration for Graduates/Post Graduates in the Company Secretary Course. The Fee Waiver/ Concession Scheme of the ICSI for Defence Personnel, Para Military Forces Personnel of the country and for their family members, is yet another step in developing an untapped reservoir of energy, enthusiasm and empathy in building a robust India. Students from Jammu & Kashmir, Ladakh, Himachal Pradesh, and the North Eastern States of the Country can also avail the benefit of this scheme while registering in the CS Course.

To further facilitate students appearing in the Final Year/ Final Semester examination of Graduation, the ICSI has opened provisional registration on submission of their Final Year/ Final Semester Graduation Examination Admit Cards.

Besides this, the ICSI has also introduced free online classes to offer easy access to the ICSI's digital learning environment. Lectures from Eminent Faculties, readily available on the ICSI e-learning portal, and the real time doubt clearing sessions have all enhanced the whole learning experience for its students from all across.

With the forthcoming Digital Library and the initiative towards providing a wholesome practical experience in areas such as Arbitration, CSR & Social Governance, Board Meetings, NCLT, etc., the ICSI has positioned itself as an ever-evolving body that focuses on the holistic development of its stakeholders.

India's economic growth is underpinned by the contribution of its young Company Secretary Professionals. With the Companies Act, 2013, bestowing the statutory recognition of Key Managerial Personnel (KMP) and Secretarial Auditor onto Company Secretaries, their role has transcended mere compliance management.



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— CS B Narasimhan, President, The ICSI

Besides auditing and certifying documents under various legislations, including the non-financial metrics of diversity and sustainability, Company Secretaries today act as authorized representative before various Regulatory Authorities. Further, their responsibility has also been defined under SEBI, GST, Insolvency Laws, Consumer Protection Act, Depositories Act, Competition Act, Labour and Industrial laws, Intellectual Property Laws and so on. They are recognized as Arbitrators under the Arbitration and Conciliation Act and can appear before tribunals like NCLT/NCLAT.

There has been a paradigm shift in the way the Indian economy is perceived today and much of it is attributed to the contribution of Company Secretaries. Besides building trust, transparency and accountability in India Inc., Company Secretaries, the new age Governance Professionals, are progressively creating an ecosystem that safeguards the interest of all stakeholders. By changing the sustainability narrative of the country, Company Secretaries have today, become a significant linchpin in making India a preferred investment destination of the world.