

“FACTORS AFFECTING CONSUMER COMMENDATIONS FOR SOLAR EQUIPMENT; AN INTENSIVE STUDY OF SOLAPUR CITY (MAHARASHTRA)”

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ABSTRACT

The sun is a powerful source that can help our planet by giving us clean, reusable energy to power our world. The use of this energy is free, does not create pollution, and if used wisely can help us become less dependent on other more costly and damaging forms of power.. India is a country occupying 2% of the world's land mass and currently generating about 2% of the global electricity, mostly using low grade coal of which it has about 5% of the world reserves.

India has, however a share of 16% in the world's population. To achieve a modestly high level of economic growth, the domestic generation capacity needs to be increased at least tenfold, to about 900 GW. Even with full utilization of all existing commercially exploitable domestic hydrocarbon, hydroelectric and non-conventional resources, this level of increased generation capacity cannot be sustained for more than a few decades. For a large country like India, bulk imports of fuel or energy are neither affordable nor strategically prudent. To meet energy demand solar power can play an important role. India is both densely populated and has high solar insulation, providing an ideal combination for Solar power in India

KEYWORDS: *Solar Industry, Solar Power Scenario, Thermal Energy, Renewable Energy Sources Consumer Commendations*

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