



**Second SEED Community Meeting, 2016**  
Green Growth and Energy Transformation (Grow-GET)  
8<sup>th</sup> November, 2016, Kolkata  
Report

**1. Background and Overview**

CUTS International in collaboration with Friedrich-Ebert-Stiftung (FES) organised the 2<sup>nd</sup> Seed Community Meeting as a part of the Green Growth and Energy Transformation (Grow GET) project in West Bengal on the 8<sup>th</sup> November, 2016 in Kolkata. This was in succession to the 1<sup>st</sup> Seed Community Meeting held on 10<sup>th</sup> September, 2016 in Kolkata on the same topic. The discussants in the meeting were experts drawn from the 1<sup>st</sup> Seed Community along with representatives from NABARD and print media.

The aim of the second Seed Community Meeting was to further analyse the catalytic project on solar rooftop and vet the other three catalytic projects (viz. Solar Pumpset, Green Building and Eco-Tourism). During the First Seed Community meeting, the community members suggested to dovetail the project on solar rooftop with other sectors viz. education, healthcare and commercial buildings.

Accordingly, a project pitch was prepared highlighting the need and scope for setting up solar photovoltaic in schools, rural health centres and Government buildings. Discussions during the Seed Community meeting emphasised the take up the project on **Rooftop Solar in Education Sector** since it will be politically saleable, technically doable and commercially viable. Further, the Seed Community members also agreed that the project the project can be upscaled.

In the post lunch session a Discourse Mapping Exercise was carried out with the objective to identify the following in respect to green growth in West Bengal:

- Problems challenges be faced during the transformative change;
- Probable solutions to the challenges; and
- Future scenario that can result if the problems are adequately addressed.

**2. Proceedings**

Bipul Chatterjee, Executive Director, CUTS International, delivered the welcome address and emphasised on the need for green and environment friendly growth to ensure a cleaner energy for all. This was followed by a presentation by Prithviraj Nath, Associate Director, CUTS International, where he gave an overview of the scalability of solar rooftop in West Bengal based on availability of adequate roof space in households, schools and un-electrified health centres.

**2.2 Drawing Strategic Conclusions**

The following conclusions were arrived at the end of the 2<sup>nd</sup> Seed Community Meeting, Kolkata:

- Dovetailing of projects are likely to be more attractive
- Interests of different groups needs to be addressed to have a social acceptance
- Inclusive narrative needs to be created to bring on board stakeholders from all quarters

### 3. The Vetting Exercise

The 1<sup>st</sup> Seed Community Meeting, Kolkata, identified the need for piggybacking rooftop solar with multiple sectors in order to steer greater social and political appeal. Therefore, the 2<sup>nd</sup> Seed Community meeting took up solar rooftop piggybacked on **education sector** for vetting.

#### 3.1 Arguments in favour of the project

- Availability of roof space: Roof space available with the un-electrified government, primary and elementary schools can be used for setting up solar panels. With construction of new schools and / or / renovation of existing schools under **Sarba Sikshya Abhiyan** will make the project scalable. Potential also exists in private schools in and around Kolkata who may be interested in installing solar rooftop as part of creating social awareness for students and also cut down their electricity bills. Tea gardens in West Bengal were also identified as a key stakeholder where solar power can be extensively used in time of their harvesting and CTC (crushing, tearing and curling) process.
- Regulatory and Policy Framework: Regulation pertaining to setting up of grid connected solar rooftops is already in place to facilitate Educational Institutions to set up grid connected solar rooftops. It was pointed out that to facilitate greater uptake of the same the Government can provide incentives to the educational institutions.
- Availability of funds: The Reserve Bank of India has identified Renewable Energy Sector under Priority Lending. Further, The Government of India has also policies to promote clean energy through soft loans. Such loans are provided either through National Bank for Agriculture and Rural Development (NABARD) or through various scheduled banks. Moreover, various large corporates are also making RE based interventions as part of their initiatives under Corporate Social Responsibility (CSR). Together, these factors can act as a major driver to promote solar photovoltaic in the state.
- Political buy-in: There is significant political will, both at the Centre and at the State level, in favour of promoting use of solar and other renewable energy sources in the country and also in the state. It was emphasised that given the favourable political will, making appropriate policy and legal provisions may not be an issue, but there will exist challenges in implementing the same.

#### 3.2 Key Challenges

- Power Surplus State: Since West Bengal is a power surplus state, and most of the rural households are electrified, the chances of scalability of costly solar power may not be as high as expected.
- Lack of Infrastructure: Many educational institutions lack proper infrastructure such as own premises, spacious rooftops etc. to set up a solar panel for power generation.

- Adverse effect on Economy: Increasing the share of relatively costly solar power in the state will result in underutilisation of existing coal fired power plants. This may result in increased unemployment, which if not checked, may adversely affect the economy.
- Lack of single window clearances and simplification of procedures: Single window clearances schemes along with simplified procedures will encourage educational institutions and other interested stakeholders to adopt this technology. But absence of process simplification methods acts as deterrent to such endeavours.
- Technological innovation: Various Research & Development organisations need to strive for developing advanced solar technology to make solar power more cost effective.
- Lack of Aftersales Services: Inadequate aftersales services of solar panels outside Kolkata and other ancillary equipment such as new panels, battery, etc., acts as potential detractors for solar rooftop projects in West Bengal.

#### 4. **Discourse Mapping Exercise**

A Discourse Mapping Exercise was carried out in the post lunch session by Marc Saxer and Anastasia Kluter from FES. The objective is to create a discourse alliance which will facilitate greater uptake of green growth in the state.

Basic procedure was firstly to frame the **development narrative** (the bigger picture/ ultimate goal to be achieved) to communicate what is to be achieved, secondly, to state the **paradigm** (solution to the problem in a broad manner), and finally to identify the **policy** (microscopic/sector-wise solutions to problems), and all of them clubbed into a single Discourse Community. 16 such Discourse Communities were created in this exercise and plotted in an axis against GDP growth, environmental protection and social equity.

The result of the exercise reflected on the general consensus of economic development going hand in hand with social equity and environment friendly activities which also underscores India as a *welfare state*.

#### 5. **Way forward:**

Majority participants concluded that Solar rooftop in Education Sector will be successful if certain incentives are provided like policy mandate for solar power and necessary implementing regulation by the government, availability of funds through various governmental and non-governmental organisations coupled with creation of public awareness about the benefits of using green energy and positive impact it has on our environment.

Further research will be carried out by CUTS International and FES with the help of the Seed Community members, and CUTS will come up with a detailed project proposal on the viability of rooftop solar in education sector.

The remaining three catalytic projects, namely, Green Building, Green Irrigation and Eco-tourism will also be vetted in the 3<sup>rd</sup> Seed Community Meeting, Kolkata.

## Annexure-1

### **Transformative Change Methodology (TCM)**

The TCM methodology has emanated from empirical research and is based on the recognition of the following facts:

- Change does not happen automatically with time
- Change is not an outcome of technological advancements
- Change is not an outcome of facts and figures alone
- Change cannot be brought only by government policies
- Change does not happen if issues and concerns are not framed adequately

Change requires a well calibrated strategy that would broadly entail the following key elements:

- Coalition of different stake holders
- A vision that is defined in a neutral future where immediate interests do not collide
- A paradigm shift in perception where the expectations are redefined

Guided by the above points, TCM involves identification of ideas that can be developed into catalytic projects, identification of ingredients for those projects and identification of key allies, amongst others.

Here it is pertinent to mention that Catalytic Project would essentially entail the following:

- It should be capable of scaling up
- It should be transformative i.e. it should be able to unleash structural game changers. In other words a catalytic project should be able to attract other significant actors to also drive it.
- It should be exemplified as a change narrative
- It should become a nucleus for social coalition
- It should create a platform for discourse alliance

Identification of Ingredients would entail the following:

For each and every catalytic project, the associated ingredients needed to make a project successful (from its inception to maintenance) are to be identified. In other words, this would require identifying the challenges that need to be overcome to make a project successful

Identification of Allies would essentially entail the following:

Corresponding to each of the ingredient, key allies are mapped. Here it must be noted that allies can be of three types namely natural allies i.e. those who are already convinced or the 'champions', transactional allies i.e. those who need incentives to come on board and transformative allies i.e. those whose interests do not align naturally and would be difficult to be co-opted. They can also be referred to as 'spoilers'.

## Annexure-2

### List of participants

<b>S. No.</b>	<b>Name</b>	<b>Organisation</b>
1.	Avijit Ghosh	Central Glass & Ceramics Research Institute
2.	A K Das	National Bank for Agricultural and Rural Development (NABARD)
3.	Bismita Barman	Switch ON
4.	Judhajit Sanyal	LEED Consultant, Green Building
5.	Pratim Ranjan Bose	Business Line
6.	Sanjukta Mukherjee	Optima Solutions Consulting
7.	Satrajit Sanyal	Head of Consulting, The Bengal Chamber of Commerce & Industry
8.	Susapta Ghosh	Central Glass & Ceramics Research Institute
9.	S Roy	Central Glass & Ceramics Research Institute
10.	S.P. Chandak	Birla Institute of Management and Technology

<b>S. No.</b>	<b>Name</b>	<b>Organisation</b>
1.	Abhishek Kumar	CUTS International
2.	Anastasia Kluter	FES, India office
3.	Arkapal Sil	CUTS International
4.	Arnab Ganguly	CUTS International
5.	Bipul Chatterjee	CUTS International
6.	Indranil Bose	CUTS International
7.	Kanika Balani	CUTS International
8.	Keya Ghosh	CUTS International
9.	Mandvi Kulshreshtha	FES, India office
10.	Marc Saxer	FES, India office
11.	Prithviraj Nath	CUTS International
12.	Sayantana Sengupta	CUTS International
13.	Sehaj Malik	FES, India office

Annexure-3

**Agenda for Seed Community Meeting**  
**Green Growth and Energy Transformation (Grow GET)**

1000 – 1030 hrs	Registration and Networking with Tea, Coffee
1030 – 1040 hrs	<b>Welcome Remarks</b> <i>Bipul Chatterjee, Executive Director, CUTS International</i>
1040 – 1330 hrs	<b>Project Vetting Exercise</b>  <b>The discussion will be aimed at:</b> <ul style="list-style-type: none"><li>✓ Identifying key ingredients required for the success of the project</li><li>✓ Identifying key allies required for the success of the project</li><li>✓ Identifying Incentives required for the successful implementation of the project</li></ul> <b>Identified Projects</b> <ul style="list-style-type: none"><li>• Rooftop Solar Photovoltaic</li><li>• Green Irrigation using Solar Pumps</li><li>• Green Buildings</li><li>• Eco Tourism</li></ul>
1040 – 1140 hrs	<b><u>Vetting Exercise for identified projects</u></b> <b>Moderator</b> <i>Abhishek Kumar, Associate Director, CUTS International</i>
1140 – 1200 hrs	<b>Tea/Coffee</b>
1200 – 1330 hrs	<b><u>Vetting Exercise for identified projects</u></b> <b>Moderator</b> <i>Abhishek Kumar, Associate Director, CUTS International</i>
1330 -1430 hrs	<b>Lunch</b>
1430 – 1630 hrs	<b>Discourse Mapping Exercise</b>  <b>Moderator</b> <i>Marc Saxer, Resident Representative, Friedrich-Ebert-Stiftung (FES)</i>
1630 – 1640 hrs	<b>Way Forward</b> <i>Prithviraj Nath, Associate Director, CUTS International</i>
1640 – 1700 hrs	<b>Networking with Tea/Coffee</b>