

No.: 318/17/2024-Grid Connected Rooftop (Part-7)
Ministry of New and Renewable Energy
Government of India


Atal Akshay Urja Bhawan
Lodhi Road, New Delhi-110003
Dated: 19.07.2024

Office Memorandum

Subject: Operational Guidelines for Implementation of Component "Awareness and Outreach" under PM-Surya Ghar: Muft Bijli Yojana.

This refers Ministry's order No. 318/17/2024-GCRT Division dated 16th March 2024 vide which sanction was issued for the PM-Surya Ghar: Muft Bijli Yojana, aimed at installing rooftop solar plants in one crore households, with a total financial outlay of Rs. 75,021 crore.

2. The Operational Guidelines for Implementation of Component "Awareness and Outreach" under PM-Surya Ghar: Muft Bijli Yojana is enclosed.
3. This issues with the approval of competent authority.


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To

1. ACS/Principal Secretaries/Secretaries (Renewable Energy/Energy/Power) of all States/ UTs
2. CMDs/MDs of Discoms/State Nodal Agencies of all States/UTs

Copy for information to:

1. PS to Hon'ble Minister of New & Renewable Energy
2. PS to Hon'ble Minister of State of New and Renewable Energy
3. PPS to Secretary/AS/JS/JS&FA, MNRE
4. All Advisers & Group Heads
5. Director (NIC) for uploading on Ministry's website

Guidelines for PM-Surya Ghar: Muft Bijli Yojana

Awareness and Outreach

1) Background

- a) The Government of India has approved the PM Surya Ghar: Muft Bijli Yojana on 29th February, 2024 to increase the share of solar rooftop capacity and empower residential households to generate their own electricity. The scheme has an outlay of Rs 75,021 crore and is to be implemented till FY 2026-27. The administrative approval was granted to the scheme vide Order No. 318/17/2024-Grid Connected Rooftop dated 16th March, 2024.
- b) The Financial Outlay for the scheme includes a component on Awareness and outreach with a financial outlay of 1% of Scheme Component for Central Financial Assistance for Residential Consumers i.e. Rs 657 crore.
- c) Installation of 1 crore rooftops in the residential sector would require creating awareness and disseminating information regarding the benefits available under PM Surya Ghar: Muft Bijli Yojana. Under the Awareness and Outreach component of the scheme, Ministry will utilize various channels for promotion, including public campaigns, such as social media, print media, television, Radio jingles, nukkad and door-to-door campaigns to make awareness about installation of Rooftop System (RTS), RTS registration and application process, knowledge dissemination on best practices followed and information dissemination to public regarding various components of the scheme.

2) Scope

- a) These guidelines pertain to the implementation of the “Awareness & Outreach” Component of PM Surya Ghar: Muft Bijli Yojana, under the administrative approval granted on 16th March, 2024.

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- b) The scope of these guidelines encompasses the framework for planning, developing, and executing Awareness and outreach activities. These guidelines outline the process by which requests for Awareness and Outreach plans from DISCOMs/State Nodal Agency/ Ministry/ NPIA are received and evaluated by the Ministry of New and Renewable Energy (MNRE), which will have the discretion to approve, modify, or decline proposed activities.

3) Aims and Objectives

- a) To create awareness among electricity consumers with focus on residential category to take advantage of the scheme.
- b) To motivate residential segment electricity consumers for taking active part in the installation of PV System on their rooftops and to make them aware about each and every part of the process involved in setting up rooftops solar system (RTS).
- c) To communicate technical issues to consumers in a user-friendly manner in order to enable them to make more informed choices regarding rooftop solar.

4) Implementation

- a) The National Programme Implementing Agency (NPIA) shall be responsible for implementation and monitoring of the Awareness and Outreach scheme component for the scheme at the National Level. The State Implementation Agencies (SIAs) shall be responsible for implementation and monitoring of the Awareness and Outreach scheme component at the State Level.
- b) The NPIA shall formulate the National Awareness and Outreach Plan for PM Surya Ghar (NAOP-PMSG), with the approval of Ministry of New and Renewable Energy. The SIA shall formulate the State Awareness and Outreach Plan (SAOP), with the approval of MNRE through NPIA.

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- c) It is also envisaged that the PM Surya Ghar: Muft Bijli Yojana shall be promoted through collaborative efforts with field level formations of various other Ministries at the Central level as well as other Departments at the State level. This may include dissemination of Awareness and Outreach materials through Self Help Groups and other formations like Cooperatives. These Ministries (“Partner Ministries”) shall also be able to conduct their awareness and outreach activities through a Departmental Awareness and Outreach Plan (DAOP). This will be treated on the same lines and under the same framework as the NAOP. The Ministries shall also identify a Nodal Implementation Agency (NIA) on their behalf that will be responsible for the implementation of the DAOP, flow of funds from the Ministry/NPIA and for submission of necessary reports to the Ministry of New and Renewable Energy and the Mission Directorate of the scheme as required.
- d) The DISCOMs/ State Nodal Agencies/ interested Ministries shall submit their respective Awareness and Outreach plans to the National Programme Implementation Agency. The NPIA shall scrutinize the plans and associated cost with the plans. NPIA may undertake necessary convergence activities at its level for NAOP, DAOP and SAOP. The SAOP and DAOP shall be assessed by the NPIA before being proposed to MNRE for approval.
- e) NPIA shall, from time to time, submit detail Awareness and Outreach plan with budget to the Awareness and Outreach Committee. NPIA shall list all the activities with budgets to be carried out across different State level/ District level/ sub district level for MNRE’s approval.
- f) An Awareness and Outreach Committee under the chairmanship of Mission Director, PM Surya Ghar: Muft Bijli Yojana shall convene meetings regularly to assess the NAOP, DAOPs and SAOPs submitted for consideration. The Committee shall either decline or approve the proposed modifications in the respective Action Plans along with the budgetary envelope for the Plan, and this shall be considered to be the approval/rejection of MNRE. The other members of the committee shall include:

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- i) Representative of the NPIA
 - ii) Representative of National Film Development Corporation (NFDC)
 - iii) Representative of Rooftop Solar Division in MNRE
 - iv) Representative of IFD Division, MNRE
 - v) Representative of I&PA division, MNRE
 - vi) Representative of SIA (in case of approval of Awareness and Outreach plan of respective state SIA)
 - vii) Representative of the respective Department/Ministry (in case of approval of Awareness and Outreach plan of respective Department/Ministry in Government of India)
- g) The Awareness and Outreach Committee shall scrutinize the plans and check for any deviation from the rates as established by the Central Bureau of Communications (CBC). The Awareness and Outreach Committee will consider the media plan (long term/short term and obtain the approval of Secretary (MNRE) for carrying out the activities. In respect of activities not covered under CBC approved rates i.e., non CBC items, an Internal Cost Committee in MNRE would evaluate the reasonability of rates.
- h) The Awareness and Outreach Committee shall assign the undertaking of the Awareness and outreach activities to third party organizations (NFDC, DISCOM, SNA or any other external organization) at its own discretion. Preference shall be given to execute the media plan activities through CBC empaneled vendors at standard rates adopted by CBC.
- i) The organization that is assigned with the Awareness and outreach related activities may establish different Awareness and outreach channels for the promotion of the PM Surya Ghar: Muft Bijli Yojana at state level and in regional languages.

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- j) The DISCOMs/ State Nodal agencies/ interested Ministries shall only use branding and Awareness and outreach material as permitted under PM Surya Ghar scheme by MNRE. Any cobranding or variation in the usage of branding is subject to prior approval of MNRE.
- k) The National Programme Implementation Agency (NPIA) will be responsible for the monitoring of the communication plans for various activities for conducting such awareness activities for consumers. NPIA shall create a Awareness and outreach activities calendar that can be monitored from time to time.
- l) The organization assigned with the Awareness and outreach work shall adhere to the budgetary limit assigned to them as per the Awareness and Outreach Plan.
- m) The Implementing Agencies may propose modifications in the approved Action Plans from time to time and the Committee may consider this modification requests in line with these guidelines. The Implementing agencies shall submit regular status reports to the Committee through NPIA, as and when required by the Committee.

5) Components of Awareness and outreach Plans

- a) The Awareness and outreach Plans may, inter alia include the following major components
 - i) Electronic Media Campaigns, which will include:
 - (1) Publicity on Television - Private Cable & Satellite with dubbing in official regional languages.
 - (2) “Audio-visual spots” like Testimonial Videos, in show integrations with national and regional Celebrities that would be shown on TV & social media.
 - (3) “Audio Spots/Jingles” broadcast through radio.
 - (4) Street theatre to promote desirable behaviour through street plays, folk songs etc.

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- (5) Talk shows, panel discussions and expert lectures on related issues on national and regional channels.
 - (6) Radio Jingles on Private radio Stations and All India Radio Stations
 - (7) Any other electronic/digital media campaigns activities.
- ii) Print media campaigns, which may include:
- (1) Advertisement in newspapers and magazines (National/Regional).
 - (2) Coverage of events, success stories in newspapers (National/Regional).
 - (3) Publication of brochures, pamphlets, leaflets, flip charts, newsletter, etc. highlighting the initiatives taken up by Ministry, schemes, technologies, sources available at all levels.
 - (4) Printing and dispatch of e-tokens for sending to scheme beneficiaries through Department of Post or any other channel.
 - (5) Hoardings and bus panel designs (National/Regional levels).
 - (6) FAQs booklet.
 - (7) Any other print media channels.
- iii) Outdoor Publicity
- (1) Preparation and putting up of digital display board, hoardings and banners at public places viz. railway stations, bus stops, post offices, District Administration Offices, on buses, bus stops, other public spaces etc. through PR agencies and other bodies.
 - (2) Road shows, Nukkad Nataks to showcase green conscious living, flash mobs in cities' malls/prominent markets etc.

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- (3) The Common Service Centers (CSCs) and other outreach partners such as Department of Posts (through postal workers), Ministry of Petroleum and Natural Gas (through LPG dealer network) and Ministry of Youth Affairs (through volunteers on MyBharat portal) shall conduct a door-to-door campaigns to raise awareness and to generate applications on the national portal.
 - (4) Urban Local Bodies and Panchayati Raj Institutions shall mobilize Institutions at the State and district level for door-to-door campaigns.
- iv) Publicity campaigns on Internet websites and mobile applications (apps)
- (1) Publicity through Internet via advertisements on Meta, Twitter, LinkedIN, Emailer etc. mediums through official account handle of the Ministry.
 - (2) Publicity through internet advertisements on websites.
 - (3) Bulk Mobile messages (SMS).
 - (4) Any other online publicity channels
- v) Purchase of equipment/services
- (1) Fee/expenses for hiring Technical and managerial consultants/experts to carry out the above Awareness and outreach activities.
 - (2) Cost of procuring services rendered by Public Relations Agencies
- vi) Other Relevant Activities
- (1) Development of communication kit comprising of all Awareness and outreach materials like posters, hoardings, Banner, slogans, SMS messages, informative booklet, leaflets, audio-visual CDs, documentary films etc.
 - (2) Arrangements for coverage of conventions/events/press conference etc.
 - (3) Production of documentary on success stories and innovative practices and showcasing it.

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(4) Promotion of scheme through coverage of conventions/ events/ conference/making of documentary films/success stories and sponsorship activities for such conventions/events/conferences

(5) Conduct of Impact assessment of awareness activities undertaken under this component

b) Branding on solar rooftop system

i) The Ministry may issue detailed directives pertaining to use of scheme-specific branding and its display on installed rooftop solar system (on module, inverter or other equipment used for installations). These directives shall be binding on the vendor. Under these directives, only PM Surya Ghar Yojana scheme related branding material duly approved by the Ministry shall be used. Any other branding material (such as branding specified by state government in case the state government is providing additional subsidy in convergence with PMSG:MBY) shall be subject to prior approval from NPIA.

ii) The cost of implementation for the branding under such directive shall be under the scope of vendor, and the complete cost shall be borne by the vendor.

6) Financial Outlay and Management

a) The total financial outlay of Awareness & Outreach component of the scheme is Rs 657 crore.

b) General Financial Rules (GFRs) would be followed while dealing with matters involving public finances in respect of activities to be undertaken in para 5 of the guidelines. Further, for all types of publicity purposes/rates, guidelines of Central Bureau of Communication (CBC) and National Film Development Corporation Limited (NFDC) shall be followed where available. Any deviation in this regard in cases of urgency or short notice (up to a month) for incurring expenditure on account of conducting such un-planned activities under Awareness and outreach would require prior approval of Awareness and Outreach committee.

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- c) After the approval of the relevant NAOP, SAOP or DAOP, the Implementing Agency may request for advances as per the extant norms of the Ministry of Information and Broadcasting (Ministry of I&B). In case of requests that may not fall within the remit of these extant norms, the releases shall be guided by the following
 - i) Advance release of up to 40% of the budget sanctioned for the Implementing Agency
 - ii) 60% of the budget to be released after completion of the activities, submission of activity reports, utilization certificates, and audited statement of expenditure.
- d) Any advance to a privately owned DISCOM will be released after submission of bank guarantee of requisite amount.
- e) The admissible CFA for conducting the Awareness and outreach programme e.g. National, International or State level by the implementing agency may be restricted as per the norms set by the I&PA/CBC.
- f) The Implementing agency will remit the accrued interest and other charges to Consolidated Fund of India as per Rule-230(8) of GFRs 2017.

7) Monitoring

- a) The NPIA shall monitor the implementation of the Awareness and outreach Plans in coordination with other Departments of Central Government and their Nodal Implementation agencies and SIAs. In particular, the NPIA shall regularly coordinate with Ministry of Information & Broadcasting and to track progress of Awareness and outreach related activities that have been approved by the Awareness and Outreach Committee as a part of the AOPs.

8) Amendment of Guidelines

- a) MNRE may make necessary amendments in the scheme guidelines for Awareness & Outreach within the overall spirit of the Cabinet approval or issue any clarification to remove difficulties in the implementation of the scheme, as and when required, with the approval of Hon'ble Minister, New and Renewable Energy.

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