

Framework for Diffusion of Clean Energy Products in Rural Areas of India

Dr. Shiv Sankar Das, Independent Researcher in Clean Energy, Management, Bhubaneswar, Odisha, India

Prof. Debashree Debadatta Behera, Department of Mechanical Engineering, Centurion University of Technology and Management, Odisha, India.

Abstract:--

In the world there are about Globally, 1.3 billion folks live in poverty, under \$2 dollars a day (UNDP, 2018; Das, 2020). Many of these people do not have access to clean, modern energy. Not having access to modern energy leads to deficiency in development indicators such as livelihood security, education, sanitation and health. It clogs in accomplishing socio-economic development in the particular region. In 2015, UN General Assembly adopted the agenda for Sustainable Development Goals. Sustainable Development Goals aimed to ensure “access to affordable, reliable, sustainable and modern energy for all” (Chetan et al. 2016). Energy access is multidimensional which consists of household for lighting needs, fulfilling cooking and productive use for livelihood needs. In the above context access to affordable, reliable, sustainable and modern energy through the diffusion of clean energy products has been focused to urban areas, whose benefits do not scroll down to the rural areas of the society. Hence, there is a need to understand how these clean energy products can reach people residing in rural areas. For achieving the same, there is a need to develop a conceptual framework for diffusion of clean energy products in rural areas (Das, 2020). The conceptual framework consist of several actors which can help in the diffusion of clean energy products in rural areas of India. Design/Methodology/ approach- In the current research paper, literature review was carried out for understanding the theoretical concepts of actors. Findings- Conceptual framework was developed. Originality/value- A novel approach of developing the framework was carried out, an attempt was made to develop the supply chain for last mile delivery of the clean energy products and services can take place.

Keywords:

Actor, Clean energy products, Rural areas