

***TRADE FACILITATION PROMOTES ENERGY
TRADE IN SOUTH ASIA
PRIVATE SECTOR PERSPECTIVE***

BY:-

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COMPANY PROFILE



- ❖ **Sova Power Ltd** is a *ISO: 9001:2008 & ISO 14001:2004* Organization.
- ❖ Engaged in the field of **Renewable Energy**.
- ❖ *Product Quality Certified as per International standards (**IEC 61215 & 61730** by TUV; **UL 1703 and CEC Listed**).*
- ❖ Annual Production capacity of 30MW High Quality Crystalline Module with expansion plans up to 100MW by 2015, with backward integration.
- ❖ Technical Collaboration with World Leaders in Technology Development like *M/S Spire Corp, MA, USA*.
- ❖ Part of US\$ 50 Million Group.

Activities



- ❖ Company is engaged in the production of Crystalline Photo Voltaic modules and allied Electronics products for On-Grid and Off-Grid PV applications.
- ❖ SOVA POWER is also specialized in EPC for On-Grid & Off-Grid SPV power plants.
- ❖ Company is also engaged in international trade in solar energy.

Achievements



- Exported to Germany, Italy, Quatar and USA.
- Catered to markets in Bangladesh & Nepal.
- Fast and quality project implementation done in various parts of India.
- Implementation of Mega Watt level project within record time of 36 days.



Off Grid System in Chattisgarh



Wind Hybrid system in Maharashtra



Mega Watt On-Grid Project at WB, India



Opportunity In Public Private Partnership



- Renewable Energy has vast scope for development in India & South Asia.
- South Asia being in equatorial zone Solar has huge potential in providing energy security under PPP..
- PPP in power distribution infrastructure development to promote equitable growth.
- PPP mode can be adopted in remote regions to provide electricity to the masses.
- It has immense trade opportunities in South Asia, and Middle East.
- Governments should facilitate SPV plants by providing soft loans and land.
- Trade facilitation would help increase energy export to neighboring countries where energy deficit is very high.

Barriers to Trade



- Major raw materials are needed to be imported and import duty is levied on them whereas finished products (even if they are imported) are duty free, pushing the cost of domestic production higher. Level playing field is necessary.
- No direct shipping routes from Kolkata to major export markets, which increases lead time & hence reduces competitiveness.
- Lack of proper Infrastructure and huge burden of paperwork delay the process of export & import.
- Delay in clearance & unavailability of proper logistic support in the international borders has cost & time implications.
- Lack of quality consciousness & price sensitivity has been harming business.
- The high bank interest rate reduces price competitiveness of Indian Producers internationally.

RECOMENDATIONS



- Paperless trade would remove many of the bottlenecks & need to be promoted.
- Fast turn around of cargo at port & faster transportation by shipping companies would facilitate the trade.
- Hassle free & swift material handling is required at ports & other import-export points.
- Lower cost of debt is sought for infrastructural development projects and environment protection & development projects.
- Favorable customs tariff structure to be implemented to help domestic industry & energy trade.
- Quality control agencies need to be institutionalized & awareness should be given priority over price.



Thank You

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