



What is I-SMART?

The **Indian Solar Market Aggregation for Rooftops (I-SMART) Program** is a GIZ and MNRE supported initiative to help residents, businesses, and governments take advantage of the range of benefits of rooftop solar. The I-SMART team of professionals and volunteers is providing a range of services aimed at supporting residents and businesses across Gujarat, Uttarakhand, Himachal Pradesh, Jammu and Kashmir, Daman & Diu, and Dadra and Nagar Haveli in learning about and purchasing rooftop solar PV.

Why should I volunteer?



Get experience and training. I-SMART volunteers will have the opportunity to receive certified training on rooftop solar technologies and will gain direct experience with the solar industry. If you are interested in a career in energy, sustainability, marketing, or communications, I-SMART provides a great opportunity for real-world learning.



Support your community. Rooftop solar is not only good for the environment, but for your community as well. More power from rooftops can help DISCOMs manage electricity load and reduce grid outages in your neighborhood. Reductions in emissions from fossil fuels will help keep the air clean and healthy. And helping grow the solar industry can spur economic growth and green jobs.



Protect the environment. Helping grow the adoption of renewable energy like solar PV means helping reduce our dependence on burning fossil fuels. This helps reduce our carbon emissions, keep our environment clean, and mitigate the impacts of climate change.



Join the movement! India has set ambitious targets for renewable energy and rooftop solar, targeting 40 GW from rooftop solar alone by 2022. The I-SMART program is designed to support India in achieving those goals and become a leader in the global renewable energy movement. Join us!



Volunteer Roles

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City Coach and Volunteer Leads

- Basic knowledge of rooftop solar preferred
- Marketing skills or experience preferred
- Oversees and supports a team of volunteers at the city or sub-city level
- Coordinates city level volunteer outreach efforts
- Works directly with the I-SMART State Coordinator and reports on campaign activities

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City Volunteer Cohort

- Educate consumers about the benefits of rooftop solar through city or sub-city level outreach activities, including: organizing or attending events, door-to-door canvassing, hanging/distributing posters, flyers, and other marketing collateral, regular outreach on social media, etc.
- Drives in-person sign-ups (via smart-phone or tablet)

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Digital Volunteers

- Drive social media outreach through regular posts and other innovative digital marketing methods
- Post photos of campaign activities and provide regular updates on the volunteer social media groups

Volunteer Perks

- Certificates of Participation for all I-SMART volunteers
- Training certificates available for volunteers that complete the I-SMART volunteer training program
- Competition prizes and awards throughout the campaign
- I-SMART merchandise such as t-shirts, hats, stickers, etc.
- Recognition in media coverage of the I-SMART program
- Networking opportunities with developers, state and city officials, and other solar industry players

Sign up as an I-SMART Volunteer and Help Solarize India!

www.iSMARTsolar.in/volunteer

Questions?

Please feel free to reach out to us in case of any queries.

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