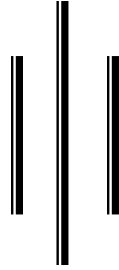
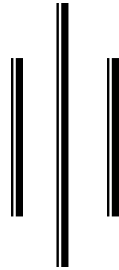


A STUDY
ON
**PROSPECTS AND PROBLEMS OF SOLAR POWER
MARKETING IN NEPAL**



Submitted to:
Office of the Dean
Faculty of management
Tribhuvan University

In partial fulfilment of the requirement for the master of business
Studies



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This is to certify that the thesis

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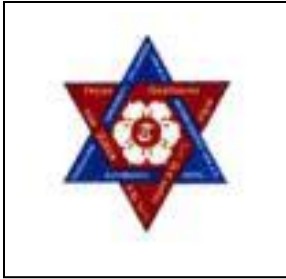
has been prepared as approved by this department in the prescribed format of the faculty of management. This thesis is forwarded for examination.

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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis presented by

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And found the thesis to be the original work of the student and written according to the prescribed format. we recommend the thesis to be accepted as partial fulfilment of the requirement for

Master's Degree in Business studies (M.B.S)

Viva-voce committee

Chairperson, research committee

Member (Thesis supervisor)
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Member (External Expert)

Date: / / 2069 B.S

DECLARATION

I hereby, declare that the work reported in this thesis entitled **PROSPECTS AND PROBLEMS OF SOLAR POWER MARKETING IN NEPAL** submitted to the Research Department of Degree Campus, Old Airport, faculty of Management, Tribhuvan University in my original done in the form of partial fulfilment of the requirements for the Master of Business Studies (M.B.S), under the supervision of Mr.().

.....
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Researcher

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ACKNOWLEDGEMENT

The study on **PROSPECTS AND PROBLEMS OF SOLAR POWER MARKETING IN NEPAL** has been carried out in partial fulfilment of the Masters Degree in Business Studies (M.B.S).

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Finally, I am greatly indebted to my respected parents without whose inspiration encouragement co-operation and support the research would have reminded incomplete.

.....
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Preface

It is an honor to present the thesis paper on ‘prospects and problems of solar power marketing in Nepal’ with special reference to a case study of ‘lotus energy private limited’, bhatbhateni. The paper is for the partial fulfilment of the requirement of MBS second year courses under faculty of management. Tribhuvan University.

Several strategies adopted by various solar companies in order to penetrate in the market have been discussed in this dissertation. The problems faced by the companies and the necessary recommendations are being highlighted in the later portion of this paper.

Altogether there are five chapters.

In chapter one, the introduction of solar home systems, solar business in Nepal, statement of problem, objectives and research methodology are shortly stated. In chapter two, review of literature is shown. In chapter three, the research methodology is explained along with the research design, population and sample. Sampling procedure, sources of data, collection and analysis of data, limitations of methodology etc. chapter four explains the data presentation and analysis part along with the problems faced by the solar companies of Nepal. In the final and the last chapter, all the chapters have been summarized along with the conclusions and of course recommendations.

Several individuals and the institutions have helped the researcher in various ways at different stages of this study. Though it may not be possible to enlist or name those individuals and institutions, it has been tried to include their names as and when possible.

Biratnagar, July 2012

samagra pokhrel

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ABBREVIATION

Adv.	Advertisement
Ceo	Chief Executive Officer
D.f	degree of freedom
ADB/N:	Agricultural Development Bank, Nepal
AEPC	Alternate Energy Promotion Centre
SHS	Solar Home System
BEL	Bionic Energy Limited
CRE	Center for Renewable Energy
HLF	Himalayan Light Foundation
ESAP	Energy Sector Assistance Program
LE	Lotus Energy Pvt. Ltd.
LSN	Laser Sun
IREF	Interim Rural Energy Fund
RBB	Rastriya Banijya Bank
SEMAN	Solar Energy Manufacturers Association of Nepal
WLG	Wisdom Light Group
MOST	Ministry of Science and Technology
WP	watts peak