

# Prevention is better than cure: Crucial role of media in awareness drive on concentrated solar power technology before dark ages re-begin

Neha Jain, Research Scholar, Mewar University

**Abstract**—Advancement in media technology is one of the biggest achievements of Science. Both now share a symbiotic relationship, since scientific knowledge can no better be disseminated with media playing a significant role. As electricity is now an indispensable part of media technology, one should not forget that we have finite reserves of the non-renewable fossil fuels. Our present and future have enough reasons for finding renewable and clean energy sources, not just for the sake of our environment but for the fact that even when these sources are exhausted, we would still be energy dependent. [5][2]

The whole civilization bears the responsibility of researching and developing alternative sources to face the looming energy crisis. One of the most acclaimed alternatives to solve this problem and ensure large scale energy production is Concentrated Solar Power Technology (CSPT). This is simply based on the principle of a conventional thermal power plant in which super-heated steam is generated by concentrating solar energy.

The technology is still in its formative phases and ideas for increment in its efficiency of performance and economics according to the prevailing circumstances have to be brought out, shared and enriched. This cannot be achieved without extensive use of media. A number of websites and magazines are dedicated to CSP. A number of countries in the world have started working on projects based on CSPT.

The part which media needs to play includes a number of experiences in its domain. They are-

To acknowledge technological advancement of CSPT from the walls of laboratory to the fields.

To connect existing markets across the world to ensure success, appreciation, cooperation and development of technology.

To discuss the operational practices and strategies based upon on-ground experience.

To popularize the educational and professional scope of the technology.

To develop convincing and advertising methods for instilling adaptive spirit and confidence in general public about the technology.

The presented paper intends to throw light on all the above stated challenges in front of media and how it can fare through them successfully.

**KEY WORDS**- Concentrated Solar Thermal (CST), Concentrated Photovoltaics (CPV), Green buildings, National Solar Mission (NSM), e3 linkages

## I. INTRODUCTION

The CSP technology is about concentrating the dispersed sunlight with the help of mirrors and reflectors to generate electricity. There are two main ways in which CSP can be harnessed. They are- CST (concentrated solar thermal) and CPV (concentrated photo voltaic).

Amidst the scenario which largely involves a boom in demand for sustainable energy sources, CSP is globally proven to be at the verge of huge scale deployment. The coming decade sees CSP as a major investment field. India also competes and stands by the world in promoting solar power. Indian government has announced Jawaharlal Nehru National Solar Mission (JNNSM) in 2009. The mission eyes a target of 20000 MW of solar power by 2022 and is being looked upon as the driving force to accelerate the implementation of CSP plans.[3]

Right from the conception of this idea and throughout the course of action towards its realization, media plays a crucial role.

## II. MATERIAL AND METHOD

The very first attribute among the role of media involves dissemination of technology and its achievements from the laboratories to the commercial enterprises. This ensures compatibility between industrial objectives and the technological requirements. The media cell, equipped with its latest techniques and technologies, has to set up the stage for commercial units to frame the right material so that they can successfully coordinate with the research units and engineering departments. This involves the study of proposal, framing of the dissemination text, presentation and critical review of the same, all encased through printed publications or

electronic machinery.

It's none but media which has provided a platform to the think tank to react holistically on different aspects of energy, environment, climate change and vulnerability assessment and adaptation strategy[4].

Amongst all segments of a country's population, youth plays the most vibrant and active role owing to its creativity, enthusiasm and acceptance towards modern changes. It becomes critical for the strategy of a nation to tap the constructive energy of the 'would be' decision makers of the society and orient it towards new power and energy technology. Various environment education programs run by universities and institutes and other agencies are brought forward by media through workshops, training programs, events, campaigns, websites etc. These contribute high upon awareness building and networking of masses for achieving the twin objective of nation building and personality development. [2]The educational field trips and group discussions conducted by enterprise development groups help in close peer interaction over environment concern in the student community. Film and television units may also screen documentaries, films and reports for bringing sensitization over energy saving and developing green buildings. The outreach activities including events, seminars, conferences and workshops are taken up by press to reach labs, institutes and educational concerns over CSPT.[6]

The communication among common people for sustainable development with CSP is fostered by addressing the world through summits and expression forums. This would facilitate a faster uptake of cleaner technology by shifting the focus to policies, their planning and regulation. [1]Media also propagates the investment related study on CSPT which is beneficial for utilities and enterprises at different levels. It not only studies, but also simplifies the complexity of link between environment and CSPT economic profile. This helps to develop the market of CSPT on one side, and develops the cost effective sustainable energy solution on the other side. Moreover, the reports of energy audits of the industries at plant level are brought forward by the media agencies. It also provides an opportunity of knowledge and experience sharing amongst CSPT stakeholders.[3]

Last but not the least, CSPT is an emerging technology. It has stepped into the world and crept into few nations only. To open flood gates for it to rush and establish it across the globe, media has to play central role. Not only can it bring its technological and economic benefits forward, it also throws light on the scope of development in CSPT.[5] Hence it gives way to the possible research opportunities and improves it further.

### III RESULT AND DISCUSSION

The fact finally is well established that the brainchild of Science is now working positively to develop Science in a multi-dimensional domain.[4] In a nutshell it can be stated that the e3 linkage, i.e., energy-environment-economics of the present society in terms of both qualitative and quantitative aspects is done by media.

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