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## TO INVESTIGATE THE FACTORS INFLUENCING THE ADOPTION OF SOLAR POWER IN MAHARASHTRA

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#### ABSTRACT

The adoption of solar power is crucial for reducing India's reliance on fossil fuels and mitigating climate change. Maharashtra, being one of the largest states in India, has significant potential for solar power adoption. However, the adoption rate of solar power in Maharashtra remains low. This study aims to investigate the factors influencing the adoption of solar power in Maharashtra.

A mixed-methods approach was employed, combining both quantitative and qualitative data collection and analysis methods. A survey of 500 households and 200 businesses was conducted to gather quantitative data, while in-depth interviews with 30 experts and stakeholders were conducted to gather qualitative data.

The results of the study indicate that economic factors, such as the cost of solar panels and government incentives, are the most significant factors influencing the adoption of solar power in Maharashtra. Environmental factors, such as awareness of environmental benefits and concern for climate change, also play a crucial role. Social factors, such as influence of social networks and community norms, have a moderate impact on the adoption of solar power.

The study's findings have significant implications for policymakers and stakeholders seeking to promote the adoption of solar power in Maharashtra. Recommendations include providing economic incentives, raising awareness about environmental benefits, and promoting social norms that support the adoption of solar power.

**KEYWORDS:** Solar Power, Adoption, Maharashtra, Economic Factors, Environmental Factors, Social Factors. Etc.

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