



Date: 3 July 2026

TO WHOM IT MAY CONCERN

Subject: Letter of Introduction — M/s IT Power Pvt. Ltd. (IT Power) and M/s Global Sustainable Energy Solutions India (GSES India), as a Consortium appointed for the conduct of Cluster Awareness Workshops under the UNIDO–GEF–MoMSME Project “Promoting Business Models for Increasing Penetration and Scaling Up of Solar Energy”

Dear Sir / Madam,

The United Nations Industrial Development Organization (UNIDO), in partnership with the Ministry of Micro, Small and Medium Enterprises (MoMSME), Government of India, and with funding from the Global Environment Facility (GEF), is implementing the project "Promoting Business Models for Increasing Penetration and Scaling Up of Solar Energy." The project promotes the adoption of Concentrating Solar Thermal (CST) technologies by Indian Micro, Small and Medium Enterprises (MSMEs), with particular emphasis on industrial process heat.

Much of India's industrial energy demand is thermal, yet most MSMEs still depend on conventional fuels such as coal, furnace oil, diesel, LPG and biomass. Although proven CST systems are commercially available, limited awareness of their applications, economics and process integration remains a key barrier to wider adoption. To address this, UNIDO is delivering a structured national capacity-building and awareness programme across the four zones of India — North, South, East and West — for which it has appointed several specialised agencies, each responsible for a defined component across the target MSME clusters. This letter introduces one such agency, whose team is detailed below.

A central element of the programme is a series of **20 Cluster Awareness Workshops** across India, intended to build foundational awareness among MSME entrepreneurs, plant managers, cluster associations, industry bodies and government agencies about the relevance and potential of CST for industrial process heat. In preparation, stakeholder consultations and field studies are being carried out to understand sector-specific process heat requirements, identify awareness gaps and local communication preferences, and develop workshop content suited to MSME audiences.

UNIDO has entrusted the conduct of the Cluster Awareness Workshops, together with the associated stakeholder consultations and field study, to **M/s IT Power Pvt. Ltd., New Delhi, in consortium with M/s Global Sustainable Energy Solutions India (GSES India)**. The team will work closely with your organisation to understand its industrial processes, operational economics and knowledge gaps.

I would be grateful if you would extend your full cooperation and support to the IT Power – GSES India team in carrying out this assignment. Your engagement will be invaluable to the programme's success and to helping the MSME sector adopt clean, cost-effective solar thermal solutions. The composition of the deployed consortium team is enclosed for your reference.

Should you require any further information or clarification, please feel free to contact the undersigned.

Thanking you,

Yours faithfully,

RATAJ, Olga

Industrial Development Officer

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