

A Sunny Solution: An Entrepreneur's Leap to Solar Power



Anand Sahu, a 25-year-old entrepreneur from Jhansi district of Uttar Pradesh, has a family of five members who are all engaged in their respective works. Anand's father had been running flour mill-cum-oil extraction enterprise near the local market for the last five years. During this time Anand helped his father run the business while pursuing his Master of Commerce degree, which he has now completed. But due to an unfavourable job market, he did not succeed in securing a decent job despite applying to many places.

Anand's family faced the challenge of almost shutting down their enterprise due to proximity of their shop to the highway where construction work began. Anand being determined, convinced his father to operate the business from home. He took the responsibility of running the flour mill-cum-oil extraction himself, allowing his father to focus on farm related work.

However, the escalating diesel expenses meant that he spent upwards of INR 20,000 a month on fuel. The cost of operation and maintenance negatively impacted the competitiveness and profitability of his enterprise.

Anand began thinking of alternative ways to power his mill and cut the overhead costs. Under the Joint Rooftop Solar Initiative by the Development Alternatives Group and Smart Power India (SPI), he was made aware of the benefits of using solar energy, and a business case for energy transition was established.

Having weighed the pros and cons of switching to solar energy, Anand took the leap and installed a 15 kWp roof solar setup for his enterprise. It has been a successful transition, and the results speak for themselves, as he has cut down energy costs by 70%, mitigated an average of 2.00 tons of carbon emissions every month and has reduced processing costs, which benefits his customers.



Installing the Rooftop Solar System