

Just Transition for **Economic emPowerment**





The Roadmap

02 The Story So Far
Women-Enterprise-Energy

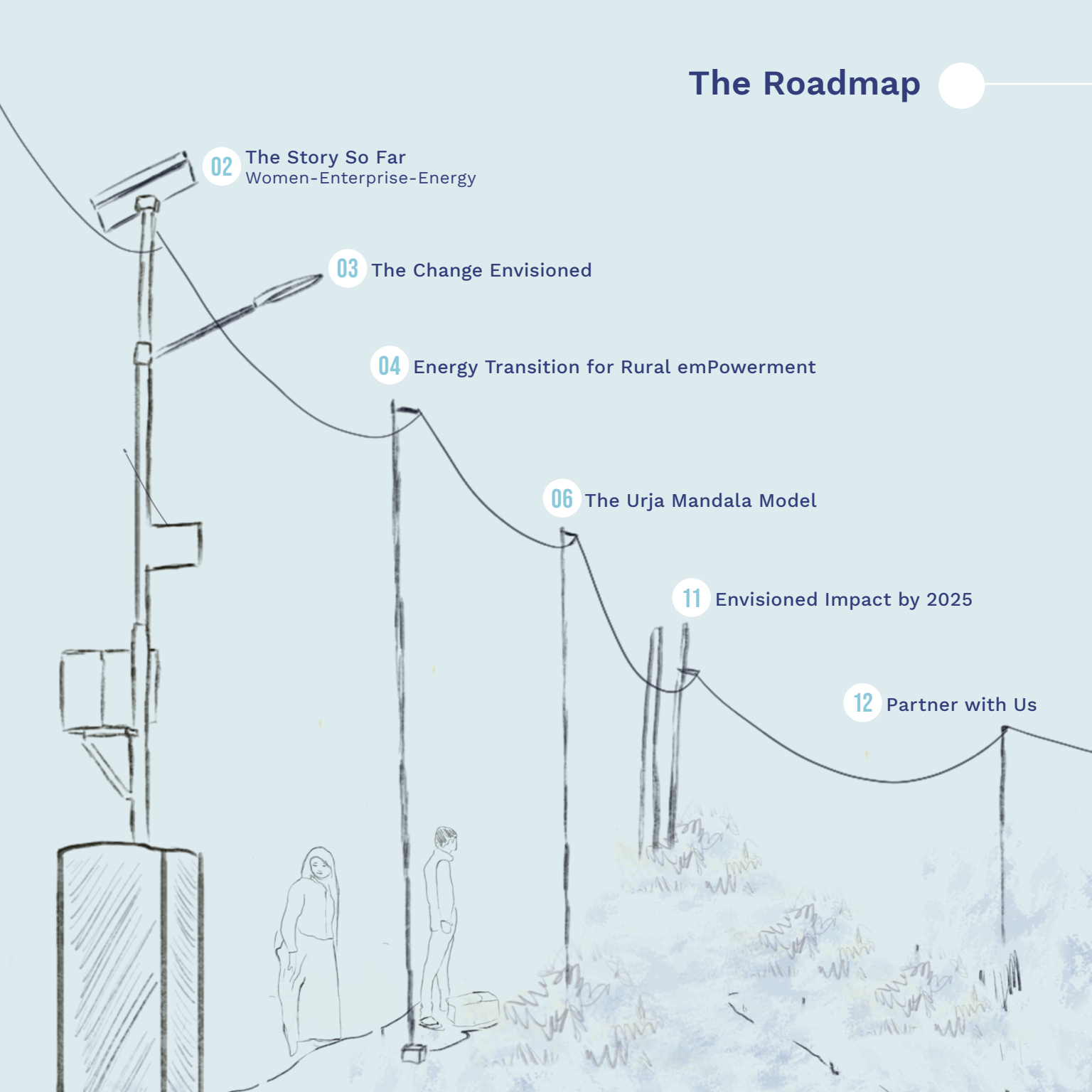
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The Story So Far

CONTEXT : WOMEN-ENTERPRISE-ENERGY

20%

of women-led rural enterprises in MSME sector

85%

of rural enterprises dependent on highly polluting and expensive diesel generators

88%

of the country's energy needs provided by fossil fuels

11%

of the workforce in the energy sector composed of women

Scan for data sources-



The Change Envisioned

Decouple economic growth and environmental degradation by unlocking the benefits of renewable energy.

Greater and flexible investment to build sustainable, equitable and empowering entrepreneurial ecosystems

Demonstrate role of renewable energy as a catalyst for green and inclusive growth in the local economy

Shift in the discourse on just transition by creating evidence of women-led decentralized energy generation units

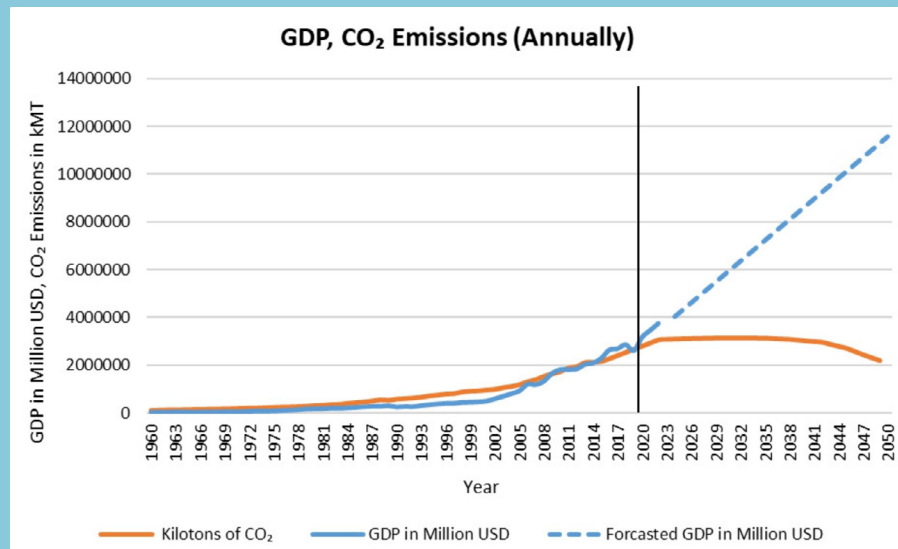
Enhanced women's participation in leading the way for just and inclusive transition among local communities



Energy Transition for Rural emPowerment

Transition to affordable and clean energy is fundamental to economic development, fueling innovation and growth. The energy transition carries with it the opportunity to decouple carbon emissions from economic growth, creating a pathway for sustainable development.

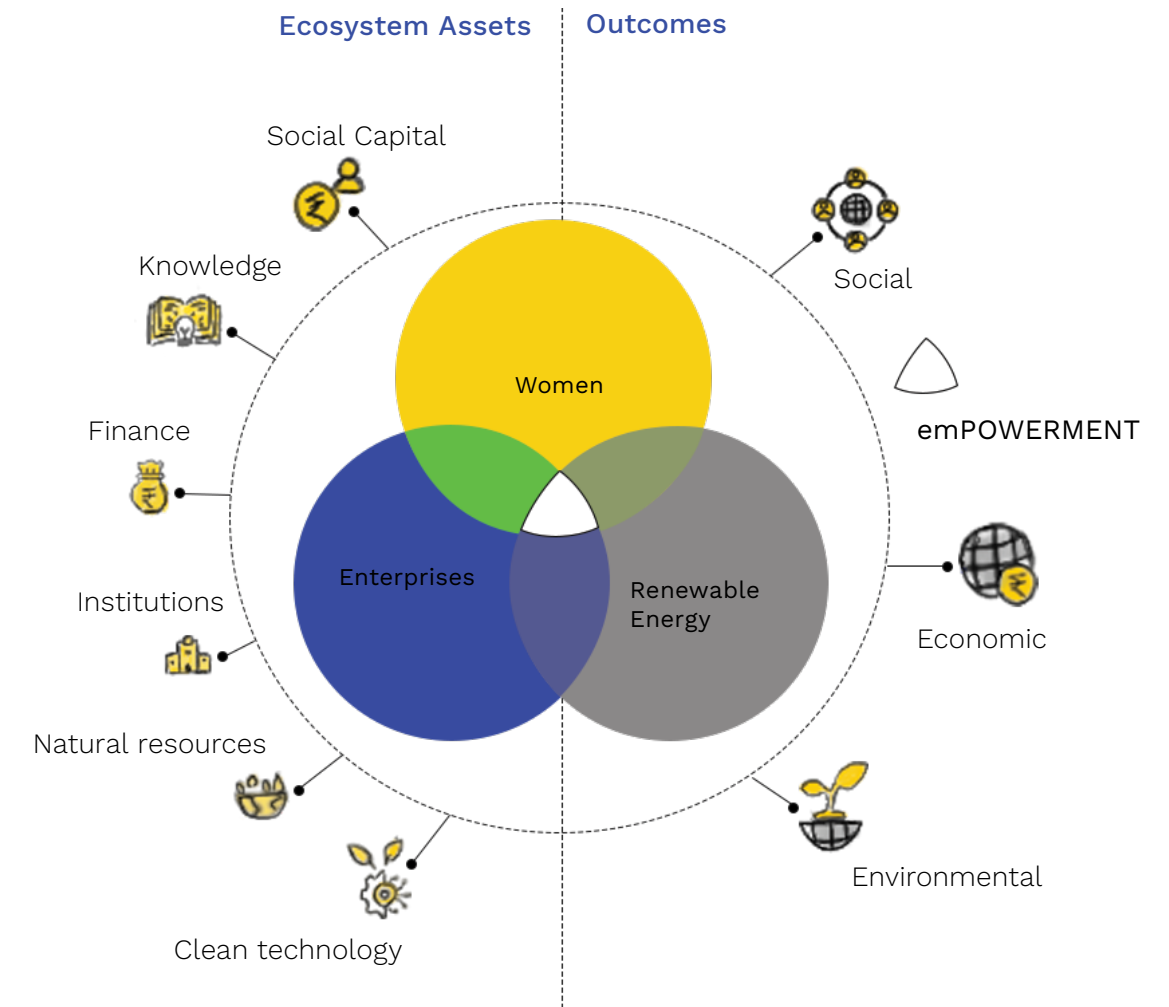
It's crucial that this transition is just and inclusive, ensuring that clean energy acts as an empowerment tool for those who are excluded from the growth trajectory, particularly women and rural communities.



Decoupling of economic growth and carbon emission due to adoption of renewable energy for micro-enterprise development.

Data sources: World Bank Open Data with self analysis by Development Alternatives.

Transformative Engine



People at the center of the just energy transition...

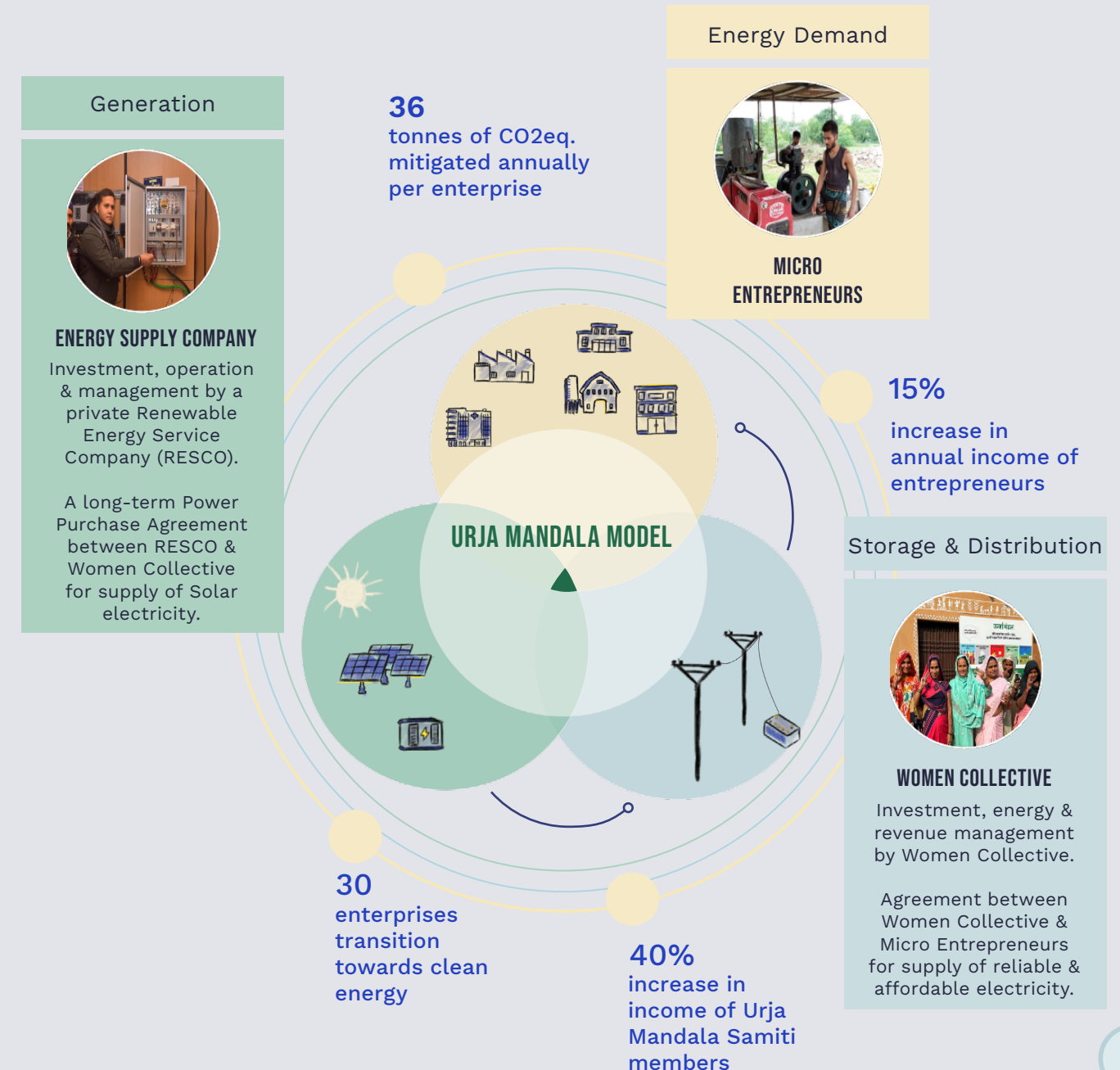
The Urja Mandala Model

PROMOTING EQUITABLE ENERGY TRANSITION

Recognizing the significance of reliable and affordable electricity for driving innovation and economic growth in rural micro-enterprises, the Urja Mandala model envisions supporting rural communities who are keen to undergo a just and inclusive energy transition.




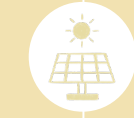

Urja Mandala, the Energy Constellation, is managed and operated by a women's collective, that provides clean, reliable and affordable electricity to rural micro-enterprises. Development Alternatives, in partnership with the Hongkong and Shanghai Banking Corporation (HSBC) India, aims to establish 8 Urja Mandalas benefitting **7000 individuals** especially women and youth by March 2025.

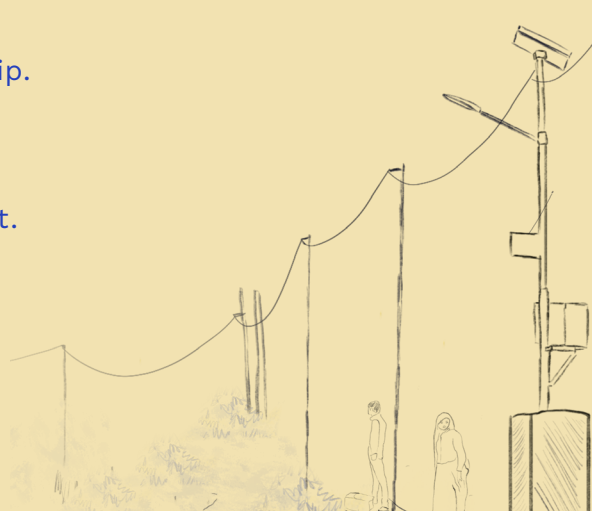
Glimpse of Urja Mandala Model



The Key Features

To amplify social, environmental and economic impact of the transition towards renewable energy, the Urja Mandala model relies on the following critical components:

- **INCREASING AGENCY OF WOMEN**
in local economic growth, enabled by decentralized sources of energy.
- **LEVERAGING STRATEGIC, PUBLIC AND PRIVATE PARTNERSHIPS**
to ensure sustainability and adoption at scale.
- **INTEGRATING LOCAL RESOURCES, FINANCE AND CLEAN TECHNOLOGY**
for systemic impact.
- **ACCESS TO RELIABLE, CLEAN ENERGY**
to foster green and inclusive entrepreneurship.
- **ADOPTING DIGITAL TECHNOLOGY SOLUTIONS**
for efficient energy and revenue management.



Urja Mandala in Mirzapur

POWERED BY A 30 KWP SOLAR MINI GRID

Public-Private-Community Partnership



Nav Chetna Agro Centre Producer Company Limited

Owners, managers, and operators of Urja Mandala

Micro-enterprises

Customers of Urja Mandala undergoing a green transition



E-Hands Energy (India) Pvt. Ltd.

Responsible for generation of solar electricity



Manviya Drishtikon Sewa Samiti

Responsible for on-ground implementation

Expected Outcomes & Impact

7,500 litres
of diesel
saved annually

20 tonnes
of carbon
emissions
mitigated
annually

40%
projected
increase in
annual income
of women's
collective

INR 7 million
worth investment
infused in the local
economy by women's
collective and private
stakeholder

Envisioned Impact by 2025

7,000

individuals
benefited from energy
transition through
8 URJA MANDALAS

15% INCREASE

in annual income
of micro
entrepreneurs

35+ STRATEGIC

partnerships to build
upon the emerging
ecosystem of like
minded actors to
enable just and
inclusive transition
locally

**10,000
TONNES**

of CO₂eq mitigated
from 7.5 MW
of distributed
renewable energy
systems

40%

projected increase
in income
of women's
collective

INR 120 MILLION

leveraged from
entrepreneurs,
private sector and
community level
institutions to promote
entrepreneurship-
driven transition to
clean energy



Partner with Us

Join us in the Urja Mandala initiative to scale the impact of the women-led energy transition movement.

JOIN US AS A RESCO* PARTNER

to accelerate the energy transition

BECOME AN IMPACT PARTNER

to identify and build many more Urja Mandala sites

BE AN INVESTOR

to invest in the potential of Urja Mandalas

*Renewable Energy Service Company

ऊर्जा मंडल: ग्रामीण सशक्तिकरण के लिए नवीकरणीय ऊर्जा

साइट लॉन्च

वीरांगना लक्ष्मीबाई ऊर्जा मंडल समिति
के नेतृत्व में

मिर्हीपुरवा, बहराईच, उत्तर प्रदेश

जनवरी 2024



The Hongkong and Shanghai Banking Corporation (HSBC) India is one of the largest banking and financial service organisations in the world. HSBC services around 38 million customers worldwide through four Global Businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking.

Since its foundation in 1865, HSBC has adapted to and helped serve the needs of a changing world. HSBC believes, now more than ever, there is a need to develop the skills, business innovation and low-carbon solutions to secure long-term prosperity for all.



Development Alternatives

Development Alternatives (DA) is a social enterprise with global presence in the fields of green economic development, social empowerment and environmental management in the developing world. DA focuses on empowering communities by strengthening people's institutions and facilitating access to basic needs, enabling economic opportunities through skill development for green jobs and enterprise creation.

For more information, contact us at urjamandala@devalt.org

Just Transition for Economic emPowerment

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Society for Development Alternatives





Development Alternatives

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