

## Case Study Summary

### Generating Livelihood – Charging Station Model

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Urja Unlimited is solar energy solutions company focused on providing low cost solar PV solutions to the bottom-of-the –pyramid segment. It caters to diverse needs of Urban Poor and Rural Markets through a combined clean energy solution offering comprising leading technology, finance, after-sales support and livelihood programs.



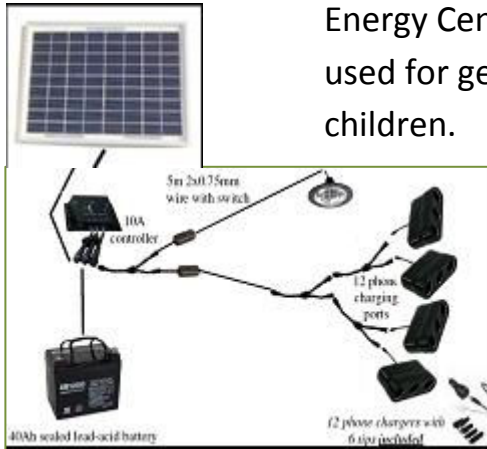
In India, an estimated 600 million people are deprived of electricity. There is a huge overlap between poverty and lack of electricity within the rural areas. Recently launched schemes like NREGA have been of some help, however, there is a huge gap in livelihood generation that needs to be bridged. It is a vicious circle with people without access to energy and

education remain illiterate and have limited livelihood options.

Urja Unlimited runs a livelihood program called **Urja Unnati** with an aim to set up 1000 energy entrepreneurs across the country in 24 months.

- ✚ Concept of Rural Energy Centers introduced for rural poor to provide access to lighting and mobile charging solutions that run on solar power.

- ✚ The livelihood generation model runs on renting ( as well as sale of ) lighting and mobile charging solutions that can be charged at the Rural Energy Center by the entrepreneur. The light can be used for general illumination purposes or studying for children.



- ✚ Daily rental of INR 3 to INR 7 charged for renting lighting devices. This can result into a monthly income generation of INR 8000-12000 per month over a 6-12 month period depending upon scale up and

customers that the center caters to.

- ✚ The devices are charged through Solar Power. A solar panel with a size of 30W – 50 W is sufficient to charge 6 – 10 lamps (or upto 20 mobiles) in a day. The energy entrepreneur is trained fully in its use and to train other rural folks around in its use.
- ✚ Based on regular use, option to purchase (complete solution costs between INR 700 to INR 4500 based on size and model) is provided for each customer. Some customers can set up their own energy centers.
- ✚ Use of Solar lighting solution leads to financial independence for the entrepreneur and capacity building, training and education in solar power for other villagers. The Rural Energy Center acts as a nodal point for primarily energy solutions, but in future can dispense other services such as ICT, financial, others based on needs and requirements – this further improves financial returns.

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## Contact

Urja Unlimited, 30/5 Wearvel Cycle Complex, industrial Area, NIT Faridabad, Haryana Email : [contact@urjaunlimited.in](mailto:contact@urjaunlimited.in) Ph : + 91 129 4008752