



**N. L. Dalmia**<sup>®</sup>  
**Institute of Management  
Studies and Research**  
(A School of Excellence of N. L. Dalmia Educational Society)



**Nurtur-E**



# INNOVATE, DISRUPT, TRANSFORM,

THE CLEAN ENERGY  
ENTREPRENEUR'S TOOLKIT

**VOLUME 1 | ISSUE 4 | 2024**



*In Frame:*  
Institute Building

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**T**he Entrepreneurship Cell (E-Cell) is a student-driven body of N. L. Dalmia

**Institute of Management Studies and Research** solely with the purpose to promote and inspire the entrepreneurial spirits among the students. We believe in facilitating the ideas and current start-ups on the campus to help develop them into businesses.

**Nurtur-E** focuses on providing **business knowledge** and **exposure** to the students through *seminars, events, debates, competitions, alumni interactions and interactive sessions* with **existing Entrepreneurs** and **Venture Capitalists**.

## MISSION

To create an entrepreneurial environment and provide a platform for our students with creative ideas to see themselves as future business leaders.

## VISION

To encourage and lend a helping hand to the students of NLDIMSR embarking on their entrepreneurial journey.



## OBJECTIVES

- Inculcate the passion and spirit among students to pursue entrepreneurship.
- To spread knowledge about entrepreneurship through guest lectures, workshops, etc.
- Identifying unique ideas and providing a platform to budding entrepreneurs.
- Motivate students to develop their start-ups.

# ABOUT NURTUR-E



It gives us immense pleasure to present before you, the **4<sup>th</sup> edition of Udyamee**, *an annual magazine* by the **Entrepreneurship Cell of N. L. Dalmia Institute of Management Studies and Research**. We at Nurtur-E, believe in creating a strong entrepreneurial ecosystem within our college and the magazine is our first step in this direction. We firmly hope you enjoy this edition and many more that will follow in the future.

**Innovate, Disrupt, Transform: The Clean Energy Entrepreneur's Toolkit** is a rallying call to visionary entrepreneurs seeking to redefine the energy landscape. In a world increasingly aware of its environmental footprint, the imperative for sustainable energy solutions has never been more urgent. This magazine delves into the dynamic realm of clean energy entrepreneurship, offering invaluable insights, strategies and inspiration for those daring enough to challenge the status quo. From groundbreaking innovations to disruptive business models and transformative technologies, this toolkit equips entrepreneurs with the necessary tools to drive meaningful change and shape a brighter, cleaner future for generations to come.

Within these pages, you will uncover *captivating anecdotes, illuminating interviews, and thought-provoking articles*. The entire team at Nurtur-E Cell is committed to shining a spotlight on extraordinary individuals who have devoted their lives to effecting change. Take, for instance, **Mr. Gulshan Bhaktiani** epitomizes *resilience, innovation and unwavering dedication* to a noble cause. From humble beginnings to pioneering the transformation of India's healthcare landscape, his story serves as an inspiration to aspiring entrepreneurs and change-makers alike.

“

“Entrepreneurship is about turning what excites you in life into capital, so that you can do more of it and move forward with it.”

- **Richard Branson**

”

We would like to express our deepest appreciation to **CEO, Prof. Dr. Seema Saini** and our **Director, Prof. Dr. M. A. Khan** for their solid support and active engagement with the project. As every journey begins with a tiny spark of an idea, thanks to our faculty guides, **Prof. Anand Dhutraj** and **Prof. Dr. Vaishali Kulkarni** for igniting our minds with one such great idea and guiding us. We express our heartfelt gratitude to every contributor, writer and entrepreneur who shared their business journeys and valuable insights. Your words have the power to ignite the passion within our reader's heart.

**Welcome to a journey of exploration and inspiration**, as you immerse yourself in these narratives, we encourage you to not only absorb the lessons but also to contemplate how you can contribute to the clean energy entrepreneurship in your own unique way.

**"Happy Reading!**

*With warm regards,*

**Team Nurtur-E, NLDIMSR."**

**EDITORIAL NOTE**



Dear Esteemed Readers,

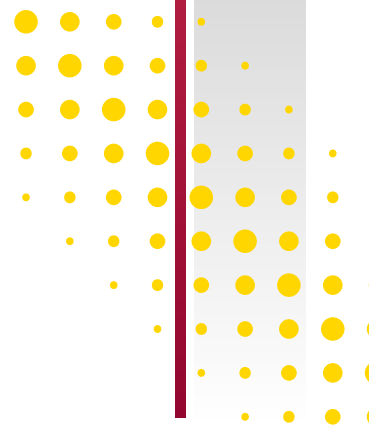
With great pleasure, I present the latest edition of Udyamee magazine, “Innovate, Disrupt, Transform: The Clean Energy Entrepreneur’s Toolkit.”

I am excited to see the critical interface between innovation and sustainability radiating. Clean energy entrepreneurship represents a moral duty as well as a huge business opportunity due to the pressing need for climate change and environmental degradation.

This issue includes varied perspectives ranging from ground-breaking clean energy research to inspiring tales of entrepreneurial achievement. Our authors have given valuable ideas into the techniques and instruments that are driving innovations within the clean energy industry thereby guiding aspiring entrepreneurs as well as captains of industries.

Our Institute believes in using commerce to create meaningful transformations. For us initiatives like Udyamee Magazine promote conversations leading to collaborative efforts aimed at achieving better solutions for all our future needs in business today. Keep supporting us, and I urge you to read Udyamee magazine with an open mind and curiosity. Let us power innovation and make our earth great again.

**Prof. (Dr.) Seema Saini**  
**CEO, N. L. Dalmia Educational Society**



# FROM THE CEO'S DESK



Dear Esteemed Readers,

It is with great honour that I bring out to you the latest issue of the Udyamee magazine based on the theme, “Innovate, Disrupt, Transform: The Clean Energy Entrepreneur’s Toolkit”, by our dedicated and creative Nurtur-E team, who has produced this enlightening publication.

Clean energy entrepreneurship provides the leading edge in developing brilliant minds across the globe with amazing opportunities to explore exciting endeavours that challenge the established order in driving transformation. In this issue, we tackle several challenges and present in-depth insights.

The need of the hour is to ride the wave of innovation to pave the way for a brighter tomorrow. Our contributors have shared unique insights and experiences about the journey of entrepreneurs in the sector. In conclusion, I hope that this edition of Udyamee magazine has successfully inspired you to be a catalyst for change and create a world powered by clean energy.

I would like to thank our editors, writers, and volunteers for making this publication a reality and I trust that you will enjoy this issue of Udyamee magazine, finding it both informative and uplifting.

**Prof. (Dr.) M. A. Khan**

**Director, N. L. Dalmia Institute of Management Studies and Research**

**FROM THE DIRECTOR'S DESK**



**Welcome**, Udyamee readers, to a revolution brewing beneath the surface – the clean energy revolution! This edition's theme, "Innovate, Disrupt, Transform," is a clarion call to aspiring entrepreneurs: the time to make your mark in clean energy is now.

The world craves a sustainable future. Fossil fuels are not only environmentally damaging, but also a finite resource. This presents a massive opportunity for entrepreneurs with a vision. We need fresh ideas, disruptive technologies and transformative business models to unseat the status quo and usher in a new era of clean energy dominance.

So, how do you join this revolution? The toolkit for a clean energy entrepreneur is brimming with possibilities. Innovation is paramount. Perhaps you'll develop revolutionary solar panels that are cheaper and more efficient. Maybe you'll create a next-generation battery storage solution that unlocks the true potential of renewable energy. Disruption is key. Challenge the traditional energy giants with decentralized and community-owned microgrids. Develop peer-to-peer energy trading platforms that empower consumers.

Finally, transformation is the ultimate goal. We need to change how we think about energy consumption. Develop smart grids that optimize usage, or create educational programs that foster a culture of conservation.

The clean energy sector is ripe for passionate entrepreneurs. The challenges are significant, but the rewards – a sustainable future, energy independence and a thriving business – are immeasurable. So, Udyamee readers, step forward, innovate, disrupt, transform and be the change the world needs. Let's build a cleaner, brighter future, together.

**Prof. Anand Dhutraaj**  
**Faculty Head**  
**Nurtur-E, The Entrepreneurship Cell**



# FACULTY MESSAGE



# Young and Fearless Young Fearless Young Fearless

**Emerging college student  
entrepreneurs:**

*Pioneering New Ventures,  
Raising Funds, and  
Challenging Conventions*

## STARS OF DALMIA

Looking for  
*Inspiration?*

## DHRUV AGARWAL

Introducing "Beni™," a delightful new *clothing brand* that is ready to make its mark on the fashion scene! With passion, creativity and an unwavering commitment to quality, we are thrilled to embark on this exciting journey. Our brand is born out of a desire to bring joy and style to your wardrobe, **founded by 3 friends Raj Raval, Dhruv Agrawal and Priyanshu Gupta**, with designs that reflect the essence of elegance and individuality. Our collection is curated with utmost care and attention to detail. We believe that clothing is a form of self-expression, and through "Beni™," we aim to empower you to embrace your unique sense of style. So, whether you're seeking a sophisticated look or a casual ensemble, trust "Beni™" to deliver fashion-forward pieces that will make you feel confident, beautiful and stand out from the rest. Now, the wait is over, and we are eagerly awaiting your orders. Get ready to indulge in the world of "Beni™" - You Are Blessed.

*You can place your order here:*

**Instagram - [beni.social](#)**



## NIDHI JAIN

**Delish: A Journey of Passion!**

Delish, my *baking page* on Instagram, started with memories of mom's yummy vanilla cakes. Inspired by those sweet childhood moments, I began experimenting with baking. I learned a lot from my mistakes, especially when I tried making fancier cakes. But I didn't stop there – cookies, cheesecakes and chocolates soon became part of my baking adventures, with inspiration coming from online recipes and trends.

My journey wouldn't have been possible without the support of family and friends. They cheered me on, tasted my creations, and gave me feedback. With their encouragement, I decided to turn my baking passion into a business. Now, with my Instagram page up and running, I'm excited to share my love for baking with everyone. *Delish is all about spreading joy, one delicious treat at a time!*



## SAKSHAM JAISWAL

### Crafting Success: A Journey from Zero to Thriving E-Commerce Venture

I, Saksham Jaiswal as the founder of **CoverShop.in**, my entrepreneurial journey has been nothing short of exhilarating. In 2018, armed with nothing but a vision and determination, I embarked on a quest to carve my niche in the competitive world of e-commerce. With zero investment to start, I turned to platforms like Instagram and WhatsApp to showcase our meticulously curated product range.

In the span of five years, CoverShop.in has evolved into a thriving business, generating significant profits. Our catalogue boasts *over 200 products*, each meticulously crafted and customizable to cater to the unique needs of our customers. From trendy accessories to personalized gifts, we have garnered a loyal following across India, with satisfied customers returning time and again.

At the heart of our success lies a commitment to excellence in customer service and product quality. We have honed our skills in customer relationship management, order generation and marketing strategies, ensuring that every interaction with CoverShop.in is nothing short of exceptional. Our budget-friendly offerings make us the go-to destination for thoughtful gifting solutions, further solidifying our position in the market.

But beyond the numbers and profits, it is the journey itself that fuels my passion for entrepreneurship. Each obstacle overcome, each milestone achieved, serves as a testament to the resilience and determination that drive us forward. From navigating the intricacies of logistics to forging meaningful connections within the industry, every experience has contributed to the growth and success of CoverShop.in.



As I reflect on the past five years, I am filled with gratitude for the support of our loyal customers and the dedication of our team. Looking ahead, I am excited to continue pushing the boundaries of innovation and delivering exceptional experiences to our valued clientele. The journey from humble beginnings to the thriving success of CoverShop.in is a testament to the power of vision, perseverance and unwavering dedication. And with each passing day, we are committed to writing the next chapter of our story, one filled with even greater achievements and milestones.

## MIHIR JAIN

Kesar Private Tutors (KPT): Mihir Jain

Established in April 2021 with the vision that every student should have a mentor who serves as a friend (as our tagline suggests - "**Your Academic Amigo**"), with whom they can communicate their doubts and ask questions effortlessly. It was my passion for Maths that led me to pursue this endeavor. We believe education should be accessible to all; hence, we provide one of the most affordable coaching services in Mira Bhayandar.



## SNEHAL SHARMA

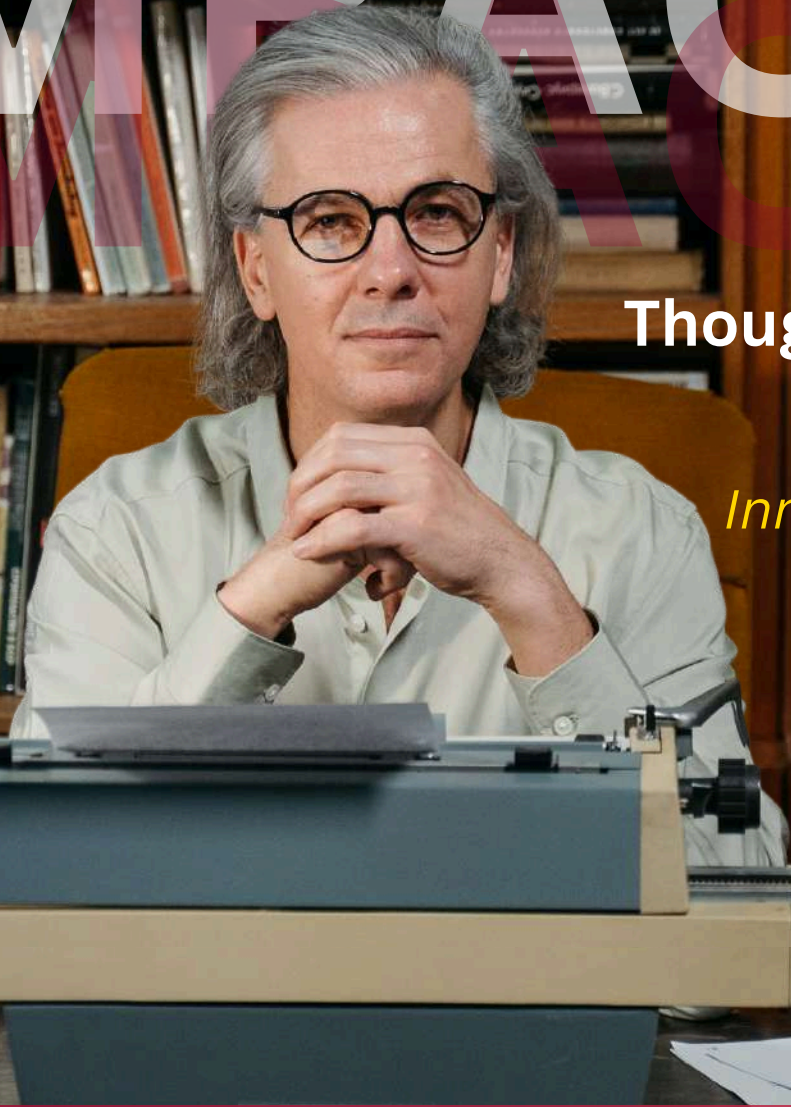
The Pink Tycoon: Snehal Sharma

**"Statement handbags that turn heads."** As a handbag fanatic myself, I launched this Instagram handbag page in July 2022 with the vision that every girl could own a handbag in every color for every outfit, occasion and season, in a price that won't burn a hole in your pocket. *With 90% of my collection priced under Rs. 599/-,* I've made sure that luxury is within reach for all.



MINDS OF

# IMPACT



Thought Leaders:

*Insights and  
Innovations from  
Our Esteemed  
Faculty*



FACULTY ARTICLES

# Innovate , Disrupt and Transform: The Clean Energy Entrepreneur's Toolkit



**DR. VAISHALI KULKARNI**  
**HEAD: GENERAL MANAGEMENT**

**Innovation, disruption and transformation** are essential components of the clean energy entrepreneurship toolkit, enabling entrepreneurs to develop new technologies, business models and strategies to accelerate the transition to a sustainable energy future.

The need for clean energy arises from several interconnected factors, including environmental, economic and social considerations.

A **clean energy toolkit** refers to a *collection of technologies, policies, and strategies aimed at promoting the use of renewable energy sources and reducing greenhouse gas emissions, etc.* This toolkit typically includes various components such as **Renewable Energy Sources, Energy Efficiency Measures, Grid Modernization, Energy Storage, etc.**

By leveraging this toolkit effectively, governments, businesses and communities can accelerate the transition to a more sustainable and resilient energy system, reducing dependence on fossil fuels and mitigating the impacts of climate change.

Overall, transitioning to clean energy is imperative for addressing the interconnected challenges of climate change, air pollution, energy insecurity and economic inequality, while unlocking opportunities for sustainable development, innovation and prosperity.

Entrepreneurs in the clean energy sector innovate by developing advanced technologies that improve the efficiency, affordability and scalability of renewable energy sources such as solar, wind, hydro and geothermal power. This includes innovations in solar photovoltaics, wind turbine design, energy storage technologies, smart grids and grid integration solutions.

Clean energy entrepreneurs disrupt traditional energy business models by introducing innovative approaches to financing, distribution and ownership. This includes models such as solar leasing, energy-as-a-service, peer-to-peer energy trading platforms and community-owned renewable energy projects, which democratize access to clean energy and empower consumers to become energy producers.

There is a huge opportunity for clean entrepreneurs to collaborate with other stakeholders, including research institutions, universities, government agencies, investors and corporate partners, to leverage expertise, resources and networks to scale up innovation and drive systemic change. Collaborative initiatives such as innovation hubs, accelerators, incubators and public-private partnerships will help catalyze entrepreneurship and accelerate the commercialization of clean energy technologies.

Also, clean energy entrepreneurs should engage in education and outreach activities to raise awareness about the benefits of clean energy, build public support and inspire future generations of innovators and entrepreneurs. This includes organizing workshops, seminars, and conferences, developing educational materials and participating in community outreach programs to promote clean energy entrepreneurship and sustainability.

India has seen a burgeoning ecosystem of clean energy entrepreneurs, driven by the country's ambitious renewable energy targets, supportive policy environment and growing demand for sustainable energy solutions. These entrepreneurs are playing a crucial role in driving innovation, increasing energy access and advancing the transition to clean energy. Their efforts are critical for achieving India's renewable energy targets, reducing greenhouse gas emissions and promoting sustainable development.

**Here are some notable clean energy entrepreneurs and companies in India:**



**Sumant Sinha**  
Chairperson - ReNew Power  
ReNew Power



**Inderpreet Wadhwa**  
CEO - SunEdison  
SunEdison (Formerly Azure Power)

Founded by Sumant Sinha in 2011, ReNew Power is one of India's largest renewable energy companies. It focuses on developing, owning and operating utility-scale wind and solar energy projects across India. ReNew Power has been instrumental in driving the growth of renewable energy capacity in India and has attracted significant investment from domestic and international sources.

Azure Power, now part of SunEdison, is a leading solar power developer in India. Founded by Inderpreet Wadhwa in 2008, Azure Power has developed numerous utility-scale solar projects across the country and has played a key role in driving down solar energy costs through innovative business models and efficient project development processes.





**Rahul Munjal**  
**Chairman**

**Hero Future Energies**

Hero Future Energies is a renewable energy company founded by Rahul Munjal, a member of the Munjal family, which also owns the Hero Group. The company focuses on developing wind, solar and hydroelectric power projects in India and has a significant portfolio of renewable energy assets across the country.



**Kuldeep Jain**  
**Managing Director**

**CleanMax Solar**

CleanMax Solar, founded by Kuldeep Jain in 2011, is a leading provider of solar energy solutions for commercial and industrial customers in India. The company offers rooftop solar installations and energy efficiency solutions to help businesses reduce their carbon footprint and energy costs.



**Clementine Chambon & Amit Saraogi**  
**Founders**

**Oorja Development Solutions**

Oorja Development Solutions is a social enterprise founded by Clementine Chambon and Amit Saraogi, focused on providing clean energy solutions to off-grid communities in rural India. The company develops and operates biomass-based mini-grids to provide reliable electricity access to underserved communities, helping improve livelihoods and reduce carbon emissions.



**Vivek , Saif and Vikas**  
**Co-founders**

**Fourth Partner Energy**

Fourth Partner Energy, founded by Vivek Subramanian, Saif Dhorajiwala, and Vikas Saluguti, is a solar energy company that specializes in developing and financing rooftop solar projects for commercial and industrial customers in India. The company has implemented numerous solar installations across various sectors, helping businesses reduce their dependence on grid power and lower their carbon footprint.



# Innovate , Disrupt and Transform: The Clean Energy Entrepreneur's Toolkit



**PROF. NEERAJ GUPTA**

As the world grapples with climate change and the urgent need for sustainable solutions, clean energy entrepreneurs are at the forefront of innovation. Their toolkit combines creativity, resilience and a commitment to transforming our energy landscape. Let's explore how these entrepreneurs are shaping the future:

## Innovate: Pioneering Solutions

- **Solar Desalination:** Startups like Solnce Technologies in India are revolutionizing water access. Yash Tarwadi and his team developed a solar energy-based desalination plant called Sol-Evo. This plant converts seawater into potable water, addressing the drinking water crisis in coastal regions. By harnessing solar power, they've made a sustainable impact.
- **Agricultural Solutions:** Pune - based AgriVijay uses solar energy to empower farmers in rural Maharashtra. By providing solar-based tools for farming-related tasks, they cut electricity costs and enhance overall savings. Their innovation supports sustainable agriculture and economic growth.

## Disrupt: Challenging the Status Quo

- **Decentralized Energy:** Clean energy entrepreneurs disrupt centralized energy systems. They advocate for distributed generation through rooftop solar panels, microgrids and community-based projects. By challenging traditional utility models, they empower local communities and reduce reliance on fossil fuels.
- **Blockchain and Peer-to-Peer Trading:** Entrepreneurs explore blockchain technology for transparent energy transactions. Peer-to-peer energy trading platforms allow consumers to buy and sell excess energy directly, bypassing intermediaries. This disruption democratizes energy markets.

## Transform: Scaling Impact

- **Policy Advocacy:** Entrepreneurs engage policymakers to create an enabling environment. They advocate for supportive regulations, incentives and subsidies that accelerate clean energy adoption.
- **Collaboration:** Clean energy entrepreneurs collaborate across sectors. They partner with research institutions, corporations and NGOs to drive innovation. Collective efforts amplify impact.
- **Education and Awareness:** Transforming the energy landscape requires public awareness.

Entrepreneurs educate communities about clean energy benefits, dispelling myths and fostering a culture of sustainability.

## **Conclusion**

Clean energy entrepreneurs wield a powerful toolkit: *innovation, disruption and transformation*. As they pioneer solutions, challenge norms and scale impact, they pave the way for a greener, more resilient future. Let's celebrate their vision and commitment to a sustainable planet!

# From Concept to Change: Nurturing the Influence of Clean Energy Ventures



**PROF. ANAND DHUTRAJ**

The phrase "**Innovate, Disrupt, Transform**" resonates beyond mere rhetoric; it encapsulates the essence of the clean energy revolution. While innovative concepts lay the groundwork, the true measure of success lies in the ability to translate these innovations into tangible, widespread impact. For clean energy ventures, this implies not only devising cutting-edge solutions but also ensuring they permeate the communities and regions that need them the most.

The landscape of clean energy is replete with exciting prospects. From groundbreaking battery storage technologies unlocking the full potential of renewables to next-generation solar panels heralding unparalleled efficiency and affordability, entrepreneurs are consistently pushing the boundaries of what's achievable. However, innovation, while pivotal, is merely the first step.

To unleash the complete potential of clean energy ventures, a strategic toolkit is imperative – one that effectively navigates the chasm between novelty and meaningful change. Here's a roadmap:

**Market Focus:** A meticulous focus on the target market is indispensable. Understanding the specific needs and challenges confronted by potential

customers, whether individual consumers, businesses, or entire communities, enables ventures to tailor their solutions for maximum impact.

**Financial Sustainability:** Clean energy solutions must not remain a luxury for the privileged few. Developing cost-effective models, exploring innovative financing options and advocating for supportive government policies are pivotal steps toward making clean energy accessible to all.

**Scalability:** A brilliant solution for a single village won't address the global energy crisis. Ventures must embed scalability into their plans from the outset, ensuring their solutions can be adapted and replicated across diverse regions and demographics.

**Community Engagement:** Clean energy transitions thrive when they involve the communities they serve. Engaging local stakeholders, fostering partnerships and promoting educational initiatives create a sense of ownership, empowering communities to be active participants in their clean energy future.

By prioritizing market focus, financial sustainability, scalability and community engagement, clean energy ventures can transcend mere innovation and achieve transformative impact. This defines true success in the clean energy realm – not merely introducing something new but creating something that tangibly contributes to the pursuit of a sustainable future.

This shift from innovation to impact is the cornerstone of a meaningful clean energy revolution. Ventures that successfully navigate this transition become not only pioneers in their field but also catalysts for real change, ushering in an era where clean and sustainable energy is not just a concept but a daily reality for communities around the world.

# Innovate, Disrupt, Transform: Clean Energy Entrepreneur's Toolkit



**PROF. NAZIA ANSARI**

The world craves clean energy solutions. As a budding, clean energy entrepreneur, you're not just building a business; you're building a future. This toolkit equips you with the tools to innovate, disrupt the status quo, and transform the energy landscape.

## **Innovation: The Spark of Change**

- Start by pinpointing inefficiencies in current clean energy technologies or market access. Is there a gap in affordability, scalability, or integration with existing infrastructure? Unearthing the pain points is the first step to creating a groundbreaking solution.
- Don't be afraid to challenge conventional wisdom. Explore emerging technologies like biomimicry, advanced materials science, or Artificial Intelligence (AI) for their clean energy applications.
- Innovation thrives on cross-pollination of ideas. Partner with universities, research institutions, and other clean energy startups to share expertise and resources.

## **Disruption: Redefining the Game**

- The traditional energy sector might be entrenched, but there's room for disruption. Develop innovative business models that

prioritize sustainability and accessibility. Consider distributed energy generation, peer-to-peer energy trading, or innovative financing structures.

- Blockchain can track energy usage and ownership, while AI can optimize energy grids. Explore how these technologies can revolutionize your clean energy solution.
- Advocate for policies that incentivize clean energy adoption. Build a strong public narrative highlighting the environmental and economic benefits of your solution.

## **Transformation: Building a Sustainable Future**

- A great idea needs a clear path to widespread adoption. Design your clean energy solution to be scalable and adaptable to different contexts.
- Clean energy doesn't stop at generation. Consider the entire lifecycle of your solution, from resource extraction to end-of-life management.
- Put people at the heart of your clean energy revolution. Partner with local communities to ensure equitable access to affordable, clean energy solutions.

## **How to build one's toolkit?**

- Connect with clean energy accelerators, incubators and industry associations. These organizations offer mentorship, funding opportunities and access to valuable networks.
- Explore grants, venture capital firms, and impact investors specializing in clean energy. Be prepared to present a compelling business plan with a strong social and environmental impact narrative.
- Keep yourself updated on the latest clean energy trends, policies and technological advancements. Read industry publications, attend conferences and network with other clean energy thought leaders.



# **NURTUR-E EVENTS**



# JUGAADU'23



The N.L. Dalmia Institute of Management Studies & Research's Nurtur-E Cell hosted the "**Jugaadu Entrepreneur Pitch Competition '23**" on *September 1st 2023*, celebrating innovation and entrepreneurship. **Seven teams competed with unique business ideas.**

*Jagdish Mali and Darshan Shah* hosted the event, while esteemed judges *Prof. Dr. Chitra Gounder* and *Dr. Nazia Ansari* evaluated the pitches.

Teams presented diverse ventures, including Team Tomatino's organic tomato puree, Team Saarthi's travel solutions for luggage, and Team HAH Safe Ride Co.'s winning dashcam solutions for road safety. *An engaging audience quiz* and the launch of the "*Udyamee*" magazine on social entrepreneurship by Nishi Sheth further enriched the event.

Following the presentations, judges determined the winners based on business model, market potential, and presentation skills. Team HAH Safe Ride Co. emerged victorious, followed by Team Trinity UnityVault (warehousing) and Team Flavor Fusion Delight (customizable tiffin services).

Prof. Dr. Chitra Gounder and Faculty Head Prof. Anand Dhutraj offered *valuable insights on opportunity, vision, and market understanding in entrepreneurship*. The event concluded with a vote of thanks from Nurtur-E Cell coordinators, highlighting its success in fostering an entrepreneurial mindset among participants.

By providing a platform for aspiring entrepreneurs and emphasizing creativity and perseverance, the "Jugaadu Entrepreneur Pitch Competition '23" proved to be a resounding success.

## WINNER



Team  
HAH Safe  
Ride Co.

## FIRST RUNNER - UP



Team  
Trinity  
UnityVault

## SECOND RUNNER - UP



Team Flavor  
Fusion  
Delight





# JUGAADU'23



FROM

CONCEPT TO  
CREATION



## E-SUMMIT

Nurtur-E, the Entrepreneurship Cell of N.L. Dalmia Institute of Management Studies and Research, held its flagship event, 'E-Summit-24' on February 2<sup>nd</sup> 2024.

### Highlights:

**Theme:** "From Concept to Creation"

### Key Takeaways:

- Importance of taking calculated risks and not fearing failure.
- Thorough market research before launching a business is crucial.
- Focus on building strong teams and customer relationships.
- Adaptability, persistence and a clear vision are essential for entrepreneurial success.

Overall, the event was a success, providing valuable insights into the world of entrepreneurship for students and inspiring them to embark on their own business journeys.



### Keynote Speaker:

**Mr. Gulshan Bhaktiani**, *Founder & Director of Wellness Forever Medicare Private Limited*

### Panel Discussion:

Experts explored the entrepreneurial journey, challenges and key success factors.

### Panelists included:

- **Raaj Chakravarti (Moderator)** - *Founder & CEO of SuperX*
- **Vineet Patawari** - *Co-Founder & CEO of Stock Edge*
- **Ashutosh Mishra** - *Founder & CEO of kPaisha*
- **Radhika Bajoria** - *Founder of Radically Yours*
- **Uday Wagh** - *CEO at IndiPe*
- **Zubin Bhatt** - *Co-Founder & CEO of Magic Lock*





**Keynote Speaker:**

Mr. Gulshan Bhaktiani  
Director, Wellness Forever



**E- SUMMIT  
PANELISTS**



**RADHIKA BAJORIA**  
*Radically Yours*



**VINEET PATAWARI**  
*Stock Edge*



**ASHUTOSH MISHRA**  
*kPAISA*



**ZUBIN BHATT**  
*Magic Lock*



**RAAJ CHAKRAVARTI**  
*Super X*



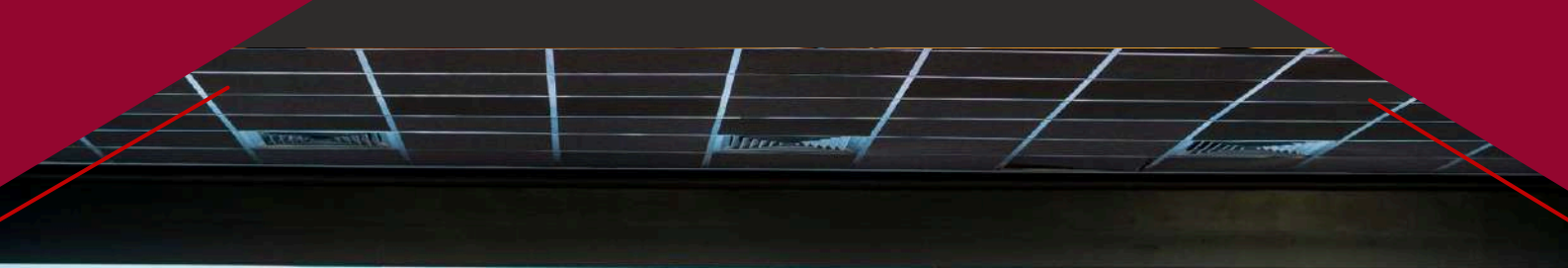
**UDAY WAGH**  
*IndiPe*





**E-SUMMIT 2024**  
An Entrepreneurship Summit  
"From Concept to Creation"

**N. L. Dalmia**  
Institute of Management  
Studies and Research



**E-SUMMIT 2024**  
An Entrepreneurship Summit  
"From Concept to Creation"

**N. L. Dalmia**  
Institute of Management  
Studies and Research



Mr. Patawari  
Stock Edge

Mr. Mishra  
USA

Ms. [Name]

Mr. [Name]

Mr. Zubin  
Co-Founder

Mr. Raaj Chakravarti  
Founder & CEO - SuperX



**E-SUMMIT 2024**  
An Entrepreneurship Summit  
"From Concept to Creation"





# ENTREPRENEUR'S THOUGHTS

## UDAY WAGH (CEO at IndiPe)

### Profits > Growth - Narrative of the season!

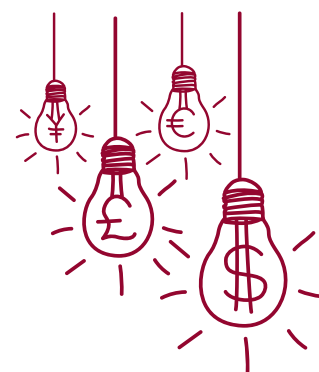
Recently a lot of startups have been getting this feedback from VCs and investors in general to focus more on unit economics, profitability and sustainable growth over the 'growth at all costs' model. Why suddenly? Why now? Just because markets are down? The one thing however I think a lot of people are struggling to understand is the distinction between a startup and a business. Yes, they are different! A startup by far is just a bunch of experiments to find a new 100x return business model that by its nature is possible rarely and hence VC capital is ultra-high risk capital. On the other hand, you have businesses and technology-enabled versions of businesses which think they are tech businesses and can command similar premiums but in reality they aren't. Let's apply some common sense. Not all 'experiments' can be profitable, perfectly reasonable. Some of them have a growth component where they make exponential money only at that scale. Which means one has to burn money to reach a certain level to make money! I know it sounds crazy but that's how some models work. Which is why one should never rely on generic 'gyaan' given out prioritizing one thing over the other according to the flavour of the season and instead try to **truly understand one's own unique business** and take a call whether it's profits for you or growth.



## ASHUTOSH MISHRA (Founder & CEO of kPaisa.)

### Startup Shaan: Unleashing the Desi Hustle in 2024

2024 in India is all about startup razzmatazz, with college campuses turning into mini-Silicon Valleys. *Fintech to edtech, sustainability to tech innovations - it's a full house.* Hostel room dreams are morphing into startups with every chai break, fueled by jugaad, tech and a dash of desi spirit. Campus incubators are the new in-thing, making the leap from theory to startup real quick. **Green startups** are the rage, blending 'vocal for local' with eco-conscious vibes. AI and blockchain are the tech darlings, promising to solve Bharat's challenges, one code at a time. With creative funding routes, the startup journey is more accessible than ever. So, to the dreamers and doers in every college corner, it's time to *hustle, disrupt, and shine*. Let's make it big, desi style. Jai Hind!





## VINEET PATAWARI

(Co-Founder & CEO of Stock Edge)

My recent visit to N. L. Dalmia left me feeling truly amazed. Being a part of the panel discussing "**Concept to Creation**" was an absolute pleasure. The energy and talent at **N. L. Dalmia** are truly commendable, reflecting the Institute's dedication to nurturing entrepreneurship. The Bloomberg lab speaks volumes about N. L. Dalmia's commitment to providing top-notch facilities for its students.

Panel discussion with co-panelists like *Raaj Chakravarti (moderator)*, *Radhika Bajoria*, *Ashutosh*, *Uday Wagh* and *Zubin Bhatt* was full of insights. Our discussion delved deep into the essence of entrepreneurship, covering everything from the exciting beginnings to the strategic frameworks crucial for success. The aim was clear - to arm budding entrepreneurs with real-world insights, preparing them to tackle the challenges and savor the victories of entrepreneurship. Conducting a session in the Bloomberg lab on investing was an absolute joy.



*The student's eagerness and competence, as seen through their adept use of tools like StockEdge, were truly impressive. N. L. Dalmia doesn't just focus on theory; it hones practical skills vital for today's ever-changing world of finance. In essence, my time at N. L. Dalmia reaffirmed my belief in the bright future of India. Institutions like N. L. Dalmia are indeed shaping the next generation of leaders and innovators. I'm grateful for the enriching experience and eagerly anticipate witnessing the continued success of N. L. Dalmia and its students.*



**INDUSTRY LEADER'S  
INTERVIEWS/ARTICLES**

# Yogesh Shinde (Founder & CEO of Bamboo India)

**What actually inspired you to enter into the agriculture industry and start Bamboo India, especially with the focus on bamboo-based products?**

During my 14-year career as an IT professional, I worked with major telecom giants across the globe, spending significant time in Europe and the UK. However, negative perceptions about India abroad, especially during my time in Germany, prompted me to take action. Feeling a sense of responsibility as an Indian citizen, I decided to return to India and contribute to positive change. After exploring various ventures, I found my calling in bamboo. With the support of mentors like Mr. Vinay Kolte, Hemant Gadigar, and Sandeep Jain, I embarked on my journey. Initially planning to work for just a year, I've now been involved in Bamboo India for nearly eight years, with the mission to make a difference in the lives of farmers and contribute to India's development.

**How did the background in the IT industry influence your decision to transition into agriculture and sustainable entrepreneurship?**

I didn't have a predetermined plan to enter the IT field; it was more of a natural progression. After completing my graduation in commerce, the IT boom presented a lucrative opportunity and I pursued a master's in computers. I climbed the corporate ladder, starting as a software developer and eventually becoming an associate vice president at Barclays Bank in London. However, my journey took an unexpected turn when I found myself drawn to social entrepreneurship, particularly in the bamboo industry. Reflecting on this transition, I believe it was guided by destiny or a higher power.

**How has this collaboration impacted the local community? What would you say about that? Particularly about the financial independence of the farmers?**



Our business focuses on two core principles: creating livelihoods and reducing plastic waste through innovative bamboo products. We source bamboo from diverse regions across India, benefiting local farmers and communities. Additionally, our business model provides opportunities for various stakeholders, such as transporters, contributing to a holistic and inclusive ecosystem.

**What is the challenge when it comes to cost-effectiveness when it comes to dealing with Bamboo products? Especially when your competition is plastic products.**

Initially, our bamboo products were expensive, such as bamboo toothbrushes priced at Rs. 180/- per piece, compared to plastic alternatives. However, we believed in our product's quality and focused on technological investments and supply chain management to lower costs. Over eight years, we reduced prices significantly, selling toothbrushes for Rs. 35/- each, maintaining focus on oral care to ensure affordability and eco-friendliness for the Indian market. We're proud of this journey and our team's contributions to making sustainable products accessible to all.

**Clean energy entrepreneurs often strive for a balance between profitability and sustainability. Can you share insights into how Bamboo India maintains this equilibrium, ensuring both financial success and positive environmental impact?**

So, we have to both. We need the fuel as well as the aspiration. Both the things should be there to run the business.

So, we always want people to get quality product, eco-friendly product to reduce the plastic waste. At the same time, we have to feed our families, our employees' family, and all the necessary legal compliance. All the expenses are always there.

So, we really don't want to make ourselves as a 1000 crore company or 10,000 crore company. But we want at least 10,000 families or 20,000 families should get benefited with the help of this business. So, this is what we are working with.

**What were the challenges that you personally faced when you started the Bamboo India? And how did you overcome them? How did you work on them?**

My approach to life is simple - I seek to live it to the fullest without conforming to stereotypes. After spending 14 years in IT, I desired to make a meaningful impact on my country and the environment, leading me to embrace social entrepreneurship. Challenges, such as visibility, are integral to any startup, but financial constraints have never been an issue due to wise spending and customer support. We prioritize profitability from day one, ensuring sustainability and independence from external obligations. Educating people about plastic waste remains a significant challenge, as many are accustomed to plastic products. However, our goal is to raise awareness and simplify the transition to eco-friendly alternatives, focusing on mindset change as our primary objective.

**How was your experience of Shark Tank? And can you also elaborate about how Shark Tank made you more visible and helped you gain the connections and relationships that helped you further for the business?**

Appearing on Shark Tank was a dream come true for me, as it offered an unparalleled opportunity to showcase our business to a wide audience. From the initial application to the final appearance on television, the entire journey felt like a fairytale. Sony Television, the platform for Shark Tank India, supported us wholeheartedly, covering all expenses and treating us with respect throughout. This exposure drastically changed the perception of our bamboo products, elevating them from mere craft items to viable business commodities. The recognition extended beyond India, with people from various countries showing appreciation for our venture. The impact of Shark Tank India has been truly remarkable, solidifying our position as a respected business entity both domestically and internationally.

**What are your future plans for Bamboo India? Are there specific goals or milestones you aim to achieve in terms of product expansion and farmer engagement?**

Cricket taught me a valuable lesson: play the ball as it comes, without overly planning for big hits. Similarly, in business, I'm enjoying the journey without setting specific monetary targets. My aim is to positively impact lives for the next hundred years by reducing plastic waste and promoting bamboo products. Over the past years, we've saved over 42 lakh kilograms of plastic waste. My goal is to reach 10 crore households with our products, aiming for respect for bamboo and farmers. My focus isn't on launching numerous products but on earning respect for our commercial endeavors and fostering a positive impact.

# RASHI AGARWAL (Co-Founder & CBO at Zypp Electric)

**We're eager to learn about your entrepreneurial journey and the inspiration behind starting Zypp Electric. Can you share what motivated you to embark on this venture?**

My entrepreneurial journey, rooted in a business-oriented upbringing and corporate experience, led me to establish LetsFlaunt and later Zypp Electric. Zypp's evolution through three pivots began with dockless cycles, transitioning to electric scooter rentals, and finally focusing on last-mile delivery services. The onset of COVID-19 accelerated the demand for such services, prompting Zypp's transformation into a tech-enabled platform. Today, Zypp collaborates with major e-commerce players like Amazon and Flipkart, facilitating seamless last-mile delivery of goods, food, and more. Our journey embodies resilience and adaptability, seizing opportunities amidst challenges, with Zypp poised for further growth in the dynamic delivery services sector.

**So, what did the corporate job at S & P Capital help you in your entrepreneurial journey I'm sure that there must be some lessons in that corporate journey as well that must have helped you while embarking through this entrepreneurial journey?**

Absolutely, every aspect of life, from childhood to corporate experience, contributes to one's growth and learning. Corporate life, in particular, instills discipline, patience and resilience, essential qualities for entrepreneurial success. It teaches the importance of being punctual, accountable, and adaptable to various challenges. Moreover, it fosters a thick-skinned mentality necessary for navigating the complexities of business, where ego and self-respect often take a back seat to persistence and determination. Transitioning from corporate to entrepreneurship requires shedding inhibitions, embracing discomfort and relentlessly pursuing goals, traits honed through corporate experience and invaluable in the business world.



**You had said you were head girl at your school, How did that shape your leadership style, and how do you apply those lessons in managing a team of over 1400 people at Zypp Electric?**

I would say that, of course, being a head girl at a younger age, you're leading, you know, a school, you are, you know, monitoring them, you are guiding them, people, students will look up to you for direction. And that gives you a lot of confidence that prepares you for future. And I think that is what I took from, you know, being into a position, which made me a much stronger person.

**What were the pivotal moments or decisions that led to Zypp Electric's remarkable growth, especially considering the 500 - fold increase in revenue?**

Certainly, Zip Electric's journey highlights two crucial aspects of successful entrepreneurship: adaptability and problem-solving. By pivoting when necessary and recognizing the real-world value of their services during the COVID-19 pandemic, Zip Electric has emerged as a leader in the last-mile delivery space, with 18,000 riders operating across major cities. Looking ahead, Zip Electric envisions a future where clean energy and eco-friendly solutions play a central role in urban mobility. As pioneers in



promoting Electric Vehicles (EVs), Zip Electric is committed to building a robust EV ecosystem encompassing battery swapping, charging infrastructure, OEM partnerships and financing options. By addressing common misconceptions and leveraging technology, Zip Electric aims to drive widespread adoption of EVs, creating a sustainable and efficient transportation system for the future.

**As a successful female entrepreneur, what advice do you have for other women looking to venture into the business world, particularly in industries traditionally dominated by men?**

Absolutely, empowering women to dream big and strive for financial independence is crucial for creating a more equitable society. Regardless of background or circumstances, women should be encouraged to set ambitious goals and pursue them with determination. Financial independence not only provides women with autonomy and security but also enables them to contribute more fully to their families, communities and the economy as a whole. By fostering a culture of empowerment and support, we can pave the way for women to break barriers, shatter stereotypes, and lead in every sector of society.

**As an angel investor, what criteria do you consider when evaluating potential investment opportunities?**

Absolutely, I couldn't agree more. The future of electric bikes and shared electric mobility platforms in India is incredibly promising. With the growing awareness of environmental sustainability and the government's push towards Electric Vehicles (EVs), we are witnessing a significant shift towards electric mobility. Both rental and shared mobility models have their place in this evolving landscape, and it's too early to determine which will dominate. However, what's certain is that the future of transportation lies in electric mobility. As non-renewable resources like petrol continue to deplete, EVs offer a sustainable alternative that aligns with

global efforts to combat climate change. Government initiatives such as FAME subsidies, PLIs and favorable GST rates further incentivize the adoption of EVs, making them more accessible to the masses. With advancements in technology and decreasing costs, we can anticipate a rapid increase in adoption rates, driving the transition towards a cleaner and greener mode of transportation.

**Looking back at your journey, what piece of advice would you give to your younger self when you were just starting your entrepreneurial career?**

I think everything is a learning. I would not say that I would like to change anything in my past, but one definitely suggestion or feedback or learning that I would say I have got over the period of time is that you should focus to have right people in your system and they would be doing the right job. Maybe you have the right team, but they are probably not doing the right job. A person who should actually be handling operations is handling fleet or tech or data or maybe anything else. So, it is very important that you take right decisions to hire the right talent and take fast pause. If you feel that the person, he must be very good, but maybe not right fit for your kind of a work or for your kind of a company, then you need to be very fast in taking those calls because at the end of the day, company is made of its people and the right team can only grow the company and make the company what it is.

# Karan Shah (Founder & CEO at IIDE)

**Can you share the inspiration behind establishing IIDE and what motivated you to focus on digital marketing education?**

In 2012-2014, fresh out of college, I found myself working at a digital marketing agency, initially in sales. The agency was a startup with just three employees, but it quickly grew to 30 within the first year. My role evolved from selling digital marketing services to training these new hires in digital marketing techniques so they could serve our clients effectively.

One of my colleagues, impressed by my teaching style, suggested I start teaching digital marketing at colleges in South Mumbai. I took up the opportunity and soon found myself teaching at multiple colleges. This experience made me realize that people appreciated my teaching approach and that there was a significant knowledge gap in digital marketing, particularly in India.

During this time, I pursued further education at Harvard, specializing in e-commerce. My research project focused on digital trends in India, where I discovered Prime Minister Modi's vision of "Digital India" coinciding with the impending launch of Jio by Mukesh Ambani, which promised free SIM cards for all. This insight convinced me that the digital industry in India was poised for exponential growth.

Armed with this knowledge and experience, I returned to India and decided to capitalize on the burgeoning digital market. Thus, I founded IIDE (International Institute of Digital Education) with the dual purpose of bridging the digital skills gap and harnessing the potential of India's digital transformation.

**How did your education, including your B.B.A. and Master's Degree and your experience at Harvard University shape your journey towards becoming an Edu-Preneur?**



Education has been transformative for me in two significant ways. Firstly, it provided a platform for honing soft skills, particularly public speaking, through countless presentations. Despite my tendency to be a backbencher, I leveraged these opportunities to build confidence and refine my communication abilities.

Secondly, college facilitated the formation of invaluable connections with ambitious peers, particularly fellow entrepreneurs. The friendships I cultivated have been instrumental in fostering a supportive environment for ideation and collaboration. Together, these aspects of education have played a pivotal role in shaping my journey and driving me towards success.

**Beyond entrepreneurship or anything else, what was the one key advice that you got in your early days that you still remember and that has significantly influenced your path?**

The pivotal advice I received came after my first year in business, when I proudly made a profit of 6 lakh rupees. Despite my satisfaction, my brother-in-law, who served as my mentor, gently admonished me for having a limited mindset. He emphasized that as a true business owner, my focus should not be on personal profit but on

reinvesting every penny back into the business for growth.

He instilled in me the principle that in the initial years, there should be neither profit nor loss, and I should only take home a minimal salary. This shifted my perspective from viewing expenses as costs to be minimized to seeing them as strategic investments in the company's future.

His advice fundamentally changed my approach to business, guiding me to prioritize long-term growth over short-term gains. This mindset shift, from expense to investment, has profoundly influenced my decisions and actions over the past decade, shaping the trajectory of my entrepreneurial journey.

**In your perspective, how has digital transformation evolved since you founded IIDE, and what role does it play in the current and future job market?**

The digital landscape in India has been reshaped by four major catalysts: Modi's Digital India campaign, Mukesh Ambani's Jio revolution, the affordability of smartphones, and the impact of the Coronavirus pandemic. Jio's introduction made India the cheapest country globally for internet data, with 1 GB available for just 50 rupees, while smartphones under 5000 rupees have made technology accessible to millions. This shift has propelled India's online population from 35 crore to 90 crore in just eight years, spurring job growth in digital marketing, content creation, and influencer spheres. The transition from traditional media to digital platforms has transformed advertising and communication, reflecting a societal shift towards digital connectivity and engagement.

**IIDE has successfully upskilled a substantial number of students and professionals. What unique methods or strategies has the institution employed to bridge the digital skill gap effectively?**

In 2016, when I launched IIDE, convincing students to embrace digital wasn't the challenge - it was raising awareness about digital marketing as a subject. Despite widespread smartphone usage, many colleges were hesitant to recognize digital marketing as a valuable skill set. I vividly recall facing rejection numerous times, with some encounters bordering on discouragement.

However, perseverance paid off when a college principal finally granted me an opportunity to host a seminar, resulting in over 400 student sign-ups. It took relentless door-to-door efforts, visiting each of my target colleges in Mumbai, to build awareness and highlight the potential of digital marketing as a career path. This dedicated outreach ultimately proved fruitful in driving acceptance and adoption of digital education among students.

**What challenges do you see in integrating digital education into traditional academic settings?**

The struggle with non-recognition was real, especially considering that over 50% of Mumbai principals hailed from science backgrounds, lacking familiarity with marketing concepts. Many suggested pivoting to finance or stock market courses, assuming greater appeal.

Despite numerous rejections and discouragements, my intuition urged me to persist. It was a relentless pursuit, continuously following up and pleading for just one opportunity to introduce digital marketing courses. Over time, through sheer perseverance and unwavering determination, the tide began to turn.

It was a testament to the power of persistence and belief in the value of digital education.

**In the broader entrepreneurship landscape, which industry trends or emerging technologies do you find most intriguing or disruptive at the moment?**

Investing in clean energy, semiconductor technology, hydrogen-based chemicals, and digital health presents lucrative opportunities in India's rapidly evolving market. With the country's increasing consumption and the global shift towards renewable energy sources, clean energy solutions will be in high demand. Similarly, semiconductor technology will drive innovation in various sectors, while hydrogen-based chemicals and electric vehicles will play pivotal roles in transitioning away from fossil fuels. Additionally, the intersection of digital technology and healthcare, known as digital health or medtech, offers transformative potential in improving healthcare delivery and patient outcomes. Entrepreneurs and startups venturing into these disruptive industries stand to reap significant rewards as these sectors continue to grow and reshape the economic landscape over the next decade. I hope so.

**Can you share some key insights from your training sessions with leading corporations such as Mahindra and Mahindra, Volkswagen, and others? How do you tailor digital skills training for diverse industries?**

Being hired by automotive companies' CEOs and chief business officers to facilitate online car sales or inquiries nationwide was a challenging yet rewarding experience. Travelling across the country, I conducted workshops for Mahindra and Mahindra and Volkswagen showroom owners, typically gathering them in state capitals like Ahmedabad for training sessions. While the primary objective was to impart digital marketing techniques, adapting to each state's linguistic nuances was essential. Whether speaking Gujarati in Gujarat, Marwadi in Rajasthan, Hindi in Punjab, or learning basic Telugu for South India, connecting with attendees on a personal level was crucial. This journey not only broadened my cultural understanding but also

provided opportunities to savour diverse cuisines from every region. Ultimately, witnessing dealerships successfully transition to online car sales or lead generation within a year marked a significant achievement for the project.

**Can you share a notable success story of a student or professional who has benefited significantly from IIDE's digital marketing courses?**

The profound impact of education on individual lives was exemplified in a heartwarming encounter with a student's family. After completing my course in 2016 under the brand name IIDE, a female student secured a job offer of 15,000 rupees. The next day, her parents visited me, expressing gratitude beyond words.

To my astonishment, her father, an auto-rickshaw driver earning 15,000 rupees monthly, had taken a loan to enroll his daughter in the course, which cost 50,000 rupees at the time. Realizing the transformative effect of education, he tearfully shared that our program had instantly quadrupled their family's income, from 18,000 to 68,000 rupees.

This heartfelt encounter crystallized my commitment to education as a means of empowering individuals and families. It reaffirmed my resolve to dedicate my career to helping others achieve financial independence through skill development, a decision I have never wavered from since that impactful day.

“The more we can  
break the rules, the  
better off we’re  
going to be”

**Indra Nooyi**  
Businesswoman



A man in a dark suit, seen from behind, is walking up a long, wide staircase. The staircase is illuminated by a bright, glowing light that forms a large arrow pointing upwards. The background is a city skyline with many skyscrapers, bathed in a warm, golden light from a low sun, creating a hazy, atmospheric effect. The overall scene conveys a sense of upward movement and achievement.

TO THE TOP

**BUSINESSES SUCCESS  
STORIES**



## **Tesla, Inc.: Leading the Charge in Electric Mobility and Renewable Energy**

Tesla, Inc. stands as a beacon of innovation in the clean energy sector, revolutionizing both electric mobility and renewable energy solutions. Founded by visionary entrepreneur Elon Musk, Tesla has consistently pushed the boundaries of what's possible, challenging conventional wisdom and driving significant shifts in the automotive and energy industries.

At the heart of Tesla's success lies its commitment to innovation. The company's electric vehicles (EVs), including the iconic Model S, Model 3, Model X and Model Y, have redefined the automotive landscape, offering high-performance, zero-emission alternatives to traditional internal combustion engine vehicles.

In addition to electric cars, Tesla has diversified its product portfolio to include solar panels and energy storage solutions. Through its acquisition of SolarCity and the development of products like the Solar Roof and Powerwall, Tesla aims to democratize access to clean energy, enabling homeowners to generate, store and utilize solar power efficiently. By integrating solar energy generation with energy storage and electric vehicle charging infrastructure, Tesla is pioneering the concept of holistic energy ecosystems, where homes, businesses and transportation are powered by clean, renewable sources.

Tesla's disruptive approach extends beyond its products to encompass its business model and market strategy. The company's direct-to-consumer sales model, coupled with its innovative over-the-air software updates, challenges traditional dealership models and enables continuous improvement and customization of its vehicles.

Looking ahead, Tesla continues to push the boundaries of innovation, with ambitious plans for new vehicle models, expanded energy storage solutions and advancements in autonomous driving technology. As the world transitions to a low-carbon future, Tesla remains at the forefront of the clean energy revolution, inspiring change and shaping the future of transportation and energy.



# SUNRUN

## **Sunrun Inc.: Empowering Homeowners with Solar Energy Solutions**

Sunrun Inc. is a pioneer in residential solar energy systems and energy storage solutions, empowering homeowners to take control of their energy consumption and reduce their carbon footprint. Founded in 2007, Sunrun has emerged as a leader in the clean energy sector, offering innovative products and financing options that make solar accessible and affordable for homeowners across the United States.

Central to Sunrun's mission is the belief that everyone should have the opportunity to harness the power of the sun to power their homes. Through its solar leasing, Power Purchase Agreement (PPA), and solar loan options, Sunrun provides homeowners with flexible financing solutions that require little to no upfront investment, making the switch to solar a viable option for households of all income levels. By leveraging economies of scale and strategic partnerships, Sunrun is able to offer competitive pricing and industry-leading warranties, ensuring that customers receive high-quality solar installations and reliable service.

In addition to solar panels, Sunrun offers energy storage solutions, such as the Bright box battery system, which allows homeowners to store excess solar energy for use during peak demand periods or in the event of a grid outage. By combining solar panels with battery storage, homeowners can maximize their energy independence and resilience, reducing their reliance on the grid and lowering their electricity bills.

Sunrun's commitment to innovation extends beyond its products to its business model and market approach. The company leverages data analytics and machine learning algorithms to optimize solar system design and installation, ensuring maximum energy production and efficiency for its customers.

As the demand for clean, renewable energy continues to grow, Sunrun remains at the forefront of the residential solar industry, empowering homeowners to embrace sustainable energy solutions and build a brighter, more resilient future for themselves and future generations.





## **Bloom Energy Corporation: Powering the Future with Clean Energy Solutions**

Bloom Energy Corporation is a leader in fuel cell technology, pioneering clean and reliable energy solutions for a wide range of applications, from data centers and manufacturing facilities to utilities and remote communities. With its innovative fuel cell systems, Bloom Energy is transforming the way businesses and communities access and utilize power, driving sustainability, efficiency and resilience in the energy sector.

At the heart of Bloom Energy's technology is the Solid Oxide Fuel Cell (SOFC), a high-efficiency, low-emission power generation technology that converts natural gas, biogas, or hydrogen into electricity and heat with minimal environmental impact. Unlike traditional combustion-based power plants, Bloom Energy's fuel cells operate at high temperatures, allowing for greater efficiency and flexibility in fuel selection. Moreover, Bloom Energy's fuel cells are modular and scalable, making them suitable for a wide range of applications, from small-scale distributed generation to large-scale grid stabilization projects.

One of Bloom Energy's flagship products is the Bloom Energy Server, a compact, grid-independent power generation system that provides clean, reliable electricity on-site.

The Bloom Energy Server is ideal for businesses and institutions seeking to reduce their carbon footprint, lower their energy costs, and increase their energy resilience. With over 500 megawatts of installed capacity worldwide, Bloom Energy's fuel cells have proven their reliability and performance in diverse operating conditions, from extreme temperatures to remote locations. Moreover, Bloom Energy is collaborating with utilities, government agencies and research institutions to demonstrate the viability of fuel cell technology for grid stabilization, renewable energy integration and other critical energy infrastructure applications.

As the demand for clean, reliable energy solutions continues to grow, Bloom Energy remains committed to driving innovation and advancing the adoption of fuel cell technology worldwide. By harnessing the power of clean energy, Bloom Energy is helping to build a more sustainable and resilient future for all.



In Bengaluru, Enphase Energy India has Completed A 103 kWp Rooftop Solar Plant

 Ormate Solar

## **Enphase Energy, Inc.: Revolutionizing Solar Power with Microinverter Technology**

Enphase Energy, Inc. is a leading provider of microinverter technology for Solar Photovoltaic (PV) Systems, revolutionizing the way solar energy is generated, monitored and managed. With its innovative microinverter-based approach, Enphase has transformed the solar industry, driving improvements in efficiency, reliability and safety for residential and commercial solar installations worldwide.

At the core of Enphase's technology is the microinverter, a small, grid-connected device that converts the Direct Current (DC) output of individual solar panels into Alternating Current (AC) electricity for use in homes and businesses. Unlike traditional string inverter systems, which rely on a single inverter to manage the output of multiple solar panels, Enphase's microinverters operate independently, maximizing energy harvest and minimizing performance losses due to shading, soiling, or panel mismatch.

One of the key benefits of Enphase's microinverter technology is its ability to enhance system reliability and safety. By isolating each solar panel from the rest of the array, Enphase microinverters mitigate the risk of system-wide failures and optimize energy production, even in challenging environmental conditions. Moreover, Enphase's microinverters incorporate advanced monitoring and diagnostics capabilities, allowing homeowners and installers to remotely monitor system performance, identify potential issues and optimize energy production in real time.

In addition to its microinverter products, Enphase offers a comprehensive suite of energy management solutions, including the Envoy communications gateway and the Enlighten monitoring platform. These cloud-based tools enable homeowners and installers to track energy production and consumption, analyze system performance data and optimize energy usage for maximum savings and efficiency.

As the demand for clean, renewable energy solutions continues to grow, Enphase Energy remains committed to driving innovation and advancing the adoption of microinverter technology worldwide. By harnessing the power of the sun with cutting-edge technology, Enphase is helping to build a more sustainable and resilient energy future for all.



## **Vestas Wind Systems A/S: Leading the Way in Wind Energy Innovation**

Vestas Wind Systems A/S is a global leader in wind energy solutions, driving innovation and sustainability in the renewable energy sector. With a legacy of over 40 years in the industry, Vestas has established itself as a pioneer in wind turbine technology, delivering reliable, efficient and cost-effective solutions for sustainable power generation worldwide.

Central to Vestas' success is its relentless focus on innovation. The company's research and development efforts have led to significant advancements in wind turbine design, materials and manufacturing processes, enabling Vestas to produce some of the most advanced and efficient wind turbines on the market. By continually pushing the boundaries of what's possible, Vestas has helped to drive down the cost of wind energy and increase its competitiveness with traditional fossil fuel-based power generation.

Vestas' commitment to innovation is evident in its product portfolio, which includes a wide range of onshore and offshore wind turbines tailored to meet the diverse needs of customers around the world. From small-scale distributed generation projects to large-scale utility-scale installations, Vestas offers solutions that deliver reliable, clean energy in even the most challenging environments.

In addition to its innovative product offerings, Vestas is committed to sustainability and environmental stewardship throughout its operations. The company prioritizes sustainability in its supply chain, manufacturing processes and project development, ensuring that its products have minimal environmental impact throughout their lifecycle. Moreover, Vestas' focus on digitalization and data-driven decision-making enables it to optimize the performance and efficiency of its wind turbines, maximizing energy production and reducing operational costs for customers.

As the global demand for clean, renewable energy continues to grow, Vestas Wind Systems remains at the forefront of the wind energy industry, driving innovation, sustainability and economic growth. With a proven track record of success and a commitment to excellence, Vestas is poised to play a leading role in shaping the future of energy for generations to come.



## Cooking up Change: Prakti's Recipe for a Better Future

For decades, the dream of clean cooking in low-income communities simmered, choked by the smoke and inefficiency of traditional stoves. Then Prakti arrived, a breath of fresh air revolutionizing the sector with user-friendly, innovative cookstoves that prioritize both people and the planet. Prakti's secret ingredient? User experience. They understand the needs of communities, offering robust, affordable and easy-to-use cookstoves that go beyond just preparing meals. From meat smoking boxes to water heaters, their diverse range caters to local requirements.

Innovation simmers on Prakti's stovetop. The Prakti Air, with its patented forced draft technology, promises to significantly reduce fuel consumption and emissions, currently undergoing pilot testing in Indian slums. They even address the often-neglected charcoal market with their modern Prakti Charcoal Stove.

But Prakti doesn't just cater to wood-fired tastes. They offer a range of single and double burner options, even institutional-sized models, ensuring everyone gets a seat at the table. Affordability and durability are key ingredients, making their stoves ideal for homes, schools and institutions.

The recipe for Prakti's success? Continuous improvement. Over the years, they've refined their stoves, making clean cooking more accessible and affordable. Now, they operate in 14 countries, deploying their solutions in schools, homes and communities worldwide. Haiti, Sudan, DR Congo, India, Nepal, Bangladesh - these are just some of the places where Prakti's projects have impacted thousands of families. Their sustainable business model focuses on affordability and efficiency, not just handouts.

By investing in cost-effective production, distribution and user training, Prakti ensures clean cooking isn't just a dream. They understand that for many communities, wood remains the most accessible fuel source. Their wood-based solutions not only reduce emissions and fuel consumption but also support local economies and cultural traditions.

Prakti's vision simmers with hope: a future where clean cooking is universally accessible, empowering communities and safeguarding the environment. Through innovation, sustainability and a commitment to social impact, they continue to cook up positive change, one stove at a time.



## **Fueling the Future: ENGIE Energy Access Lights Up Uganda**

Imagine remote Ugandan villages, shrouded in darkness after sunset. Now, picture the flicker of hope as ENGIE Energy Access illuminates homes with solar power. This isn't just about light; it's about empowering communities and igniting economic growth.

ENGIE Energy Access isn't just a company, it's a catalyst for change. They're not just flipping switches; they're flipping the script on energy access in Uganda. With solar home systems, mini-grids and even appliances, they're not just providing electricity, they're powering dreams.

But it's not just about the watts. ENGIE Energy Access understands that true impact comes from collaboration. They work hand-in-hand with communities, authorities, and even NGOs, ensuring their solutions fit like a glove. This isn't a one-size-fits-all approach; it's tailored empowerment.

And the impact? It ripples outwards, touching lives and aligning perfectly with the UN's Sustainable Development Goals. Poverty alleviation, gender equality, and climate action – all fueled by clean, renewable energy. It's SDG 7, 9 and 13 in action, all thanks to ENGIE Energy Access.

But the story doesn't end there. The future burns bright for Uganda, fueled by ENGIE's unwavering commitment. Innovation, collaboration and sustainable development are their guiding lights, paving the way for a brighter tomorrow. It's not just about illuminating homes and businesses; it's about empowering communities and lighting the path to a better future, one watt at a time.



Think big but  
start small”

**Falguni Nayyar**  
CEO, Nykaa



**UNICORN CLUB**

# WeVOIS Labs

**Founders: Abhishek Gupta and Shekhar Vashistha**

Jaipur-based WeVOIS is a solid waste management company that enables door-to-door waste collection.

The company has introduced an integrated solution that includes a mobile app for sanitation workers, which helps them plan navigation, access training programs and track their wages. The solution also offers real-time tracking for waste vehicle fleets, enabling municipal authorities to coordinate garbage disposal.

Inefficient waste management techniques are a cause of concern for many cities in India and globally. WeVOIS Labs solutions have led to a significant increase in waste collection efficiency, thus reducing environmental pollution.

Starting in 2018, the company has made its presence across 18 cities in India, including Jaipur, Dehradun, Gwalior and Jaisalmer.





# Zero Cow Factory

**Founders: Sohil Kapadia and Parini Kapadia**

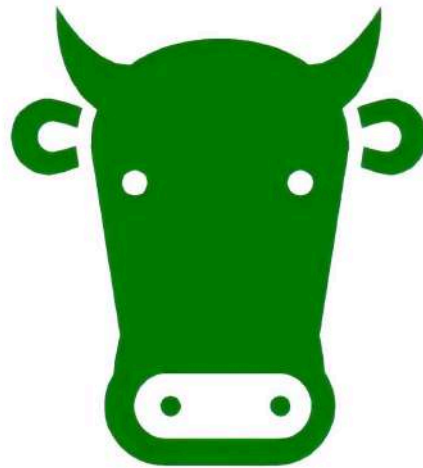
Surat-based Zero Cow Factory uses biotechnology to develop sustainable animal-free milk and dairy products. The company has developed a patented technology that offers a new alternative to cow's milk protein that replicates its taste, texture, nutrient profile and appearance without any animal being involved.

Zero Cow Factory focuses on animal-free casein production, the most complex protein, that can be used to make sustainable dairy products like cheese, yogurt and ice cream.

The animal-based milk production leads to significant environmental impacts, including the generation of greenhouse gas emissions, land usage and high-water consumption. In addition to the environmental issues, the dairy industry is also responsible for causing animal cruelty, like injecting cows with drugs, taking away a calf from its mother cow, and confining animals in unhygienic sheds.

Zero Cow Factory is set to provide a sustainable alternative to animal-based dairy production. The company uses bioengineering microbes and precision fermentation to develop animal-free milk protein and dairy products.

Founded in 2021, the company is the only green startup on our list working in biotechnology research to find sustainable alternatives. In April 2023, the company raised \$4 million in a seed round, which it plans to expand its research further and aims to become the first company to get global regulatory approval.



# Zero Cow Factory

# Virgio

## Founders: Amar Nagaram

Bengaluru-based Virgio is a sustainable fashion brand that aims to reduce the environmental footprint of each garment. Virgio sells clothes made with naturally available materials like cotton and viscose and does not use toxic dyes or unsustainable fabrics like polyester.

Virgio ensures transparency in the supply chain, provides fair wages, and showcases each garment's carbon emission, water and energy consumption, empowering consumers to make conscientious and sustainable choices.

Clothing industry and fast fashion, in particular, have become a significant environmental concern as they promote overproduction and overconsumption. In addition, to cater to aspirational consumers, Fast fashion companies use harmful fabrics and chemicals and exploit labor to cut corners on pricing.

Founded in 2022, Virgio is the only company on our list that has pivoted from unsustainability to sustainability. The company started as a fast fashion brand and raised \$37 million from investors. Then, upon quick realization, it made a switch to sustainable fashion.



# Pixxel

## Founders: Awais Ahmed and Kshitij Khandelwal

Bengaluru-based Pixxel is a space technology company specializing in offering insights for real-time management of climate and environmental issues. Recognizing the limitations of existing satellite data for advanced applications, Pixxel focuses on hyperspectral imaging satellites to address this gap. Hyperspectral imaging involves collecting images at various wavelengths that are not detectable by single-bandwidth imaging sensors.

In the significant year of 2023 for Indian space exploration, where India achieved breakthrough milestones like landing on the Moon's south pole and sending a spacecraft to study the Sun, Pixxel stands out as a space tech startup contributing to this advancement.

Pixxel's expertise lies in hyperspectral satellite technology, capturing images across hundreds of wavelengths in the electromagnetic spectrum. The technology can provide up to 50 times more information than conventional satellites in orbit.

This capability is valuable for gaining insights into the planet's health and addressing environmental issues like monitoring forest cover and deforestation, measuring climate risks such as flooding, famine and wildfire, monitoring water resources and detecting hazardous material, and taking timely measures to curb the danger.

Founded in 2019, Pixxel became the first Indian company to launch a commercial satellite into space in 2022. In June 2023, the startup raised \$36 million in a Series B round, taking the overall funding to \$68.3 million.



# Padcare Labs

**Founder: Ajinkya Dhariya**

Pune-based Padcare Labs provides a menstrual hygiene management ecosystem that includes end-to-end solutions for sanitary waste disposal.

Disposal and recycling of sanitary pads is a major environmental problem globally. In India, the disposal of sanitary napkins is primarily disorganized and unhygienic. India disposes more than 1200 crores of plastic sanitary pads yearly; more than 98% are in landfills and water bodies.

Padcare Labs has developed different solutions for managing sanitary pads – Padcare Bin for keeping used sanitary pads, Padcare X for recycling and extracting useful materials like plastic and paper from sanitary pads, and Padcare Vend, a sanitary napkin vending machine.

Founded in 2018, the company's list of clients includes Meta, Capgemini, TCS and Goldman Sachs, among others. In January 2023, it came into the national spotlight when it appeared at **Shark Tank India** and bagged a deal of \$120k.



# Hygenco

**Founders: Amit Bansal, Anshul Gupta, and Aashish Gupta**

Gurugram-based Hygenco develops green hydrogen and green ammonia production assets for commercial purposes.

**Green hydrogen** and green ammonia are vital in bringing about energy transition and ensuring a sustainable future. These elements will play a key role in decarbonizing various sectors such as fertilizers, refineries, steel, chemicals, transport, etc.

Founded in 2020, the startup made a considerable impact in a short period by signing an offtake agreement with Indian steel company Jindal Stainless to develop a multi-megawatt green hydrogen facility.

In addition, Hygenco has signed contracts with optical and digital solutions provider Sterlite Technologies and Saudi Arabia-based Al Jomaih Energy and Water. In October 2023, the startup received \$25.4 Mn in funding.





# STUDENT ARTICLES

# “ Empowering Change: The Clean Energy Entrepreneur's Toolkit ”



**JAY PAREKH**

GMBA2325-C004  
NLDIMSR

**T**he world is confronting a basic crossroads in its vitality scene. Moderating climate alter and guaranteeing feasible improvement re-quire a gigantic move towards clean vitality arrangements. This move presents a one of a kind opportunity for business people who are balanced to enhance, disturb and change the vitality segment.

The Clean Vitality Entrepreneur's Toolkit, highlighting the key zones where business visionaries are driving alter:

## 1. Innovative Advancement:

Clean vitality business visionaries are at the bleeding edge of creating and sending cutting-edge innovations.

### • Illustration:

SunPower Organization, a driving sun powered innovation company, has created high-efficiency sun oriented boards that change over more daylight into power, making sun-oriented control more cost-competitive with conventional sources.

## 2. Trade Show Disturbance:

Business visionaries are reconsidering conventional vitality conveyance models, making more decentralized and customer-centric arrangements.

### • Illustration:

Tesla's Powerwall domestic battery framework permits property holders to store overabundance sun based vitality produced amid the day for utilize at night, making a more free and maintainable vitality source.

## 3. Changing Buyer Behavior:

Clean vitality businesspeople are raising mindfulness and creating arrangements that energize buyers to receive economical vitality hones.

### • Case:

Ohm Connect, a request reaction company, incentivizes property holders to decrease vitality utilization amid crest hours, easing weight on the framework and advancing capable vitality utilize.

## 4. The Entrepreneur's Toolkit:

So, what instruments do these imaginative business people have to be succeed? Here are a few key components:

### • Showcase Understanding:

A clear understanding of the particular needs and challenges inside the clean vitality segment permits business visionaries to tailor their arrangements for greatest affect.

### • Technical Expertise:

Whereas not all clean vitality businesspeople got to be engineers, a strong understanding of the innovation they are working with is vital.



- **Budgetary Insight:**

Securing subsidizing is fundamental for any start-up. Clean vitality business visionaries ought to be capable at making compelling trade plans and pulling in speculators enthusiastic approximately maintainability.

- **Solid Communication Aptitudes:**

The capacity to clearly communicate their vision, the benefits of their arrangement and the positive affect on the environment is crucial for building back and organizations.

- **Versatility and Enthusiasm:**

The clean vitality segment is energetic and can be challenging. Business visionaries require unflinching commitment to their cause and the strength to overcome impediments.

- **Looking Forward:**

The clean vitality transformation is distant from over. As innovation advances, approach systems adjust and buyer inclinations move, unused openings will emerge for clean vitality businesspeople. The entrepreneur's toolkit will proceed to expand, incorporating tools like information analytics, blockchain innovation and manufactured insights to encourage optimize clean vitality arrangements.

This report highlights fair a set of the energizing conceivable outcomes inside the clean vitality business scene. By cultivating a culture of advancement and giving the fundamental back frameworks, we can empower business visionaries to disturb the status quo, quicken the move to clean vitality, and make an economical future for all.



# Driving the Sustainable Energy Revolution



## SVARA JOSHI

PF2325-B004  
NLDIMSR

Innovation isn't simply a catchphrase in the clean energy space, it's what powers a sustainable future. In addition to starting profitable companies, entrepreneurs in this industry have the challenge of completely changing the way that energy is produced, distributed and used. They must adopt the ideas of **disruption, innovation** and **transformation** in order to do this.

The key to any successful sustainable energy endeavor is innovation. Entrepreneurs need to always push the envelope of what's feasible, whether it's by creating ground-breaking technology, putting new *business models* into practice, or coming up with creative ways to finance initiatives. This necessitates having an open mind, the ability to adjust to change and the courage to take measured risks. Being ahead of the curve is crucial in the active world of sustainable energy and innovation is the means of preserving a competitive advantage.

Another crucial tool in the toolbox of the clean energy entrepreneur is disruption. Through questioning the *status quo* and dismantling antiquated methods, entrepreneurs possess the ability to completely transform entire sectors. This could entail substituting renewable energy sources

like solar, wind, or hydro power for conventional energy sources like fossil fuels. It might also include putting novel ideas like peer-to-peer energy trading or blockchain-enabled microgrids into practice, which would upend established economic models. **Clean energy entrepreneurs** have the ability to create a more sustainable and resilient energy future by upending established systems.

But disruptiveness and innovation themselves are insufficient to effect significant change. The process of radically changing the energy landscape to make it cleaner, more efficient, and more equal is called transformation, and it is the ultimate goal. In addition to technology improvements, legislation, behavior and cultural adjustments are also necessary for this. Entrepreneurs in the clean energy sector need to be visionaries, able to picture a day when clean energy is the standard rather than the exception and then put in endless effort to bring that vision to pass.

In order to **innovate, disrupt** and **transform**, what tools does the clean energy entrepreneur need to have? First, it's imperative to have a thorough awareness of the most recent technology advancements. Entrepreneurs need to be aware of the latest developments in clean energy innovation, whether it's energy storage technologies, smart grid systems, or renewable energy technology. This understanding serves as the cornerstone for endeavors that are successful.

Second, effective communication and leadership abilities are crucial. Gathering cooperation from stakeholders in a variety of businesses and convincing them of the advantages of clean energy solutions are necessary to transform the energy sector. Clarity in vision expression, motivating others



to support their cause, and navigating the complexities of political and legal environments are all essential skills for entrepreneurs.

Thirdly, it's critical to be flexible and cooperative. Government, business, academia and civil society must work together to find interdisciplinary solutions to the complex and interwoven problems facing the renewable energy sector. Entrepreneurs need to be willing to collaborate with others, take lessons from their mistakes and modify their plans when conditions change.

To sum up, the toolkit available to clean energy entrepreneurs is extensive and diverse, covering innovation, disruption and change. Through the utilisation of innovative approaches, confronting long-standing prejudices, and imagining a better future, entrepreneurs in this field have the capacity to bring about significant change and establish a more sustainable global environment for future generations.

# The Alchemist's Toolbox: Unleashing Clean Energy Innovation



**SAMARTHA PATIL**

PF2325-C049  
NLDIMSR

**T**he symphony of environmental concerns reverberates across the globe, yet a counterpoint emerges – the vibrant hum of innovation orchestrated by passionate entrepreneurs. This year's theme, "**Innovate, Disrupt, Transform: The Clean Energy Entrepreneur's Toolkit**," celebrates these alchemists, transforming our future through their ingenuity.

**Arunabha Ghosh**, the visionary behind MYSUN, exemplifies the potent power of a simple idea, nurtured by unwavering purpose. Recognizing the energy poverty in remote Indian villages, he crafted a pay-as-you-go model, democratizing access to solar power. His impact? Over 100 million lives touched – a testament to the transformative power of the "toolkit" in the hands of a determined entrepreneur.

Governments, recognizing this transformative potential, are fueling the fire. Initiatives like India's Pradhan Mantri Sahabhagita Urja Yojana (PM-Kusum) aim to install 25 GW of solar power plants in rural areas, while the Stand-Up India Scheme provides financial aid, particularly for marginalized communities, creating a fertile ground for innovation to blossom.

Looking beyond borders, we find **Esther Wangari Maathai**, the first African woman Nobel Peace Laureate, wielding a unique tool – community empowerment. Through the Green Belt Movement, Maathai empowered women to plant trees, not only restoring degraded land but also generating income through carbon credits. This potent blend of environmental and economic benefits underscores the versatility and impact of the "toolkit" wielded by these innovative entrepreneurs.

But what exactly equips these individuals to navigate the challenging terrain of clean energy entrepreneurship? The answer lies in a potent combination of skills:

**Technical Proficiency:** Understanding the intricacies of clean technologies like solar, wind and geothermal energy forms the foundation. This knowledge empowers them to identify gaps in existing solutions and develop innovative alternatives.

**Market Savvy:** Keenly assessing market needs and crafting solutions that address those needs is crucial. This requires an understanding of consumer behavior, industry trends and regulatory landscapes.

**Resilient Spirit:** The journey is rarely smooth. Entrepreneurs face financial hurdles, technical challenges and market resistance. Overcoming these obstacles requires unwavering resolve and a deep-seated passion for the cause.

Collaboration, however, is the missing piece in this transformative puzzle. Fostering synergy between entrepreneurs, researchers, policymakers and the public is key to unlocking the full potential of clean energy innovation. Industry conferences, government-



sponsored innovation challenges and open-source knowledge sharing platforms serve as bridges, fostering an ecosystem where ideas can cross-pollinate and solutions can evolve collaboratively.

In conclusion, clean energy entrepreneurs are the architects of a sustainable future. Their toolkit, a potent blend of knowledge, passion, resilience and

collaboration, holds immense potential to transform our world. Their stories serve as a clarion call to action – we can all contribute to building a cleaner, greener future by embracing the entrepreneurial spirit, even in small, meaningful ways. The symphony of change awaits its next conductor – are you ready to answer the call?

# CleanTech Pioneers : Invent, Disrupt, Transform



**VIDHI RAJYAGOR**

PM2325-B028  
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**T**he need for renewable energy and environmentally friendly solutions is now more than greater in the rapidly shifting globe of today. Innovative concepts and game-changing technology are being delivered by entrepreneurs in the clean energy sector. In this piece, we examine the indispensable resource package for clean energy entrepreneurs and present noteworthy businesses that are creating waves in the market.

Entrepreneurship centred around clean energy is propelled by a dedication to innovation, disruption and transformation. Through constant innovation, entrepreneurs create ground-breaking solutions for efficient energy production, energy storage, and renewable energy generation. Innovative companies in the renewable energy field include Tesla, Inc., which is led by **Elon Musk**, a *visionary CEO*. A combination of their outstanding safety and sustainability, Tesla's electric cars (EVs) have completely reshaped the transportation sector. To support the switch to renewable energy, Tesla also produces energy storage systems and batteries for EVs at its Giga a combination of their outstanding safety and sustainability, Tesla's electric cars (EVs) have completely reshaped the transportation sector. To support the switch to renewable energy,

Tesla also produces energy storage systems and batteries for EVs at its Gigafactories. Their Solar Roof and Powerwall products enhance their commitment to sustainable living through offering cutting-edge solutions for home solar energy generation and storage. In the energy sector, disruption is important for disrupting the status quo and coming about substantial shifts.

Clean energy innovators introduce novel business models, technology and strategies that upend established energy systems. **Lyndon and Peter Rive** co-founded *SolarCity*, which revolutionized the solar market by providing cutting-edge financing choices like power purchase agreements and solar leases. This increased the accessibility of solar energy, hastening the uptake of renewable energy sources. The ultimate objective of clean energy entrepreneurship is to revolutionize the ways in which we generate, distribute and use energy.

The CEO of NextEra Energy, Inc., **Jim Robo**, is at the forefront of an upheaval in the energy sector. NextEra Energy has made major investments in renewable energy projects around the United States and is the world's largest generators of solar and wind energy. Their cutting-edge campaigns, like enormous solar and wind farms, have decreased carbon emissions and increased access to sustainable energy. Entrepreneurs are essential to the industry's innovation, disruption and transformation as the need for renewable energy grows.

Sustainable futures can be paved by clean energy entrepreneurs through collaborations and the use of state-of-the-art technologies. Remember to innovate, disrupt and transform- whether you're a future clean energy advocate or an aspiring business owner



because you can alter the course of history.

To sum up, the arsenal of clean energy entrepreneurs includes disruption, innovation and change. Entrepreneurs have the potential to positively impact the energy business and contribute to a more sustainable future for future generations by adopting these ideas and utilizing technical breakthroughs. The engine of clean energy entrepreneurship, innovation opens the door to a sustainable future. By utilizing state-of-the-art technologies, entrepreneurs in the clean energy industry are revolutionizing the ways in

which we produce, store and distribute energy. These innovators are transforming the energy production and consumption environment with everything from solar panels and wind turbines to energy-efficient appliances and smart grid solutions. In addition to lowering carbon emissions and slowing down climate change, *renewable energy entrepreneurs* are also strengthening communities and boosting the economy by embracing innovation. Future generations will benefit from a brighter, greener future if we continue to harness the potential of invention.

# “Driving Change: The Journey of Clean Energy Entrepreneurs”



## RISHIKESH PAWAR

PF2325-F044  
NLDIMSR

In a fast-paced world, finding clean energy solutions is more crucial than ever. Issues like climate change, dwindling resources and pollution are pushing the world to use more renewable energy sources. In this context, entrepreneurs are crucial for driving change. They have the tools they need, like vision, creativity, determination, strategic thinking and they use them to encourage sustainable energy practices.

In the case of **clean energy**, collaboration is key. Entrepreneurs in this field recognize the complex global challenges they face and the power of working together to make a difference. They form partnerships with various organizations, including governments, universities, non-profit organizations and businesses. By sharing resources, knowledge and goals, these collaborative efforts accelerate innovation and promote a shared sense of accountability for **sustainability**. Joint initiatives like research groups, industry alliances and cross-sector partnerships boost the impact of **clean energy entrepreneurs** and amplify their voices in shaping the future.

*Clean energy entrepreneurship* thrives on innovation. These entrepreneurs relentlessly explore new methods to utilize renewable energy

and improve efficiency. They drive progress by creating cutting-edge solar, wind and hydroelectric technologies by finding new ways to store energy. By embracing experimentation and risk, these entrepreneurs pioneer transformative advancements that could alter the entire energy sector.

Innovation is crucial for *clean energy entrepreneurs*. The traditional fossil fuel-based energy system is harmful to the environment and unsustainable economically. Clean energy entrepreneurs challenge this norm by providing viable options that change the way we think about energy. They use innovative business models, like community-owned renewable energy ventures or platforms for energy trading between individuals, to make clean energy available to everyone and decentralize power generation. This **disruption** makes the system more resilient in the face of big challenges and lowers costs, making clean energy more affordable for everyone.

**Clean energy entrepreneurs** have an ambitious goal to transform the energy world. They don't just want to make new technologies or shake things up. They want to make a big change that will last a long time. This change includes things like new technologies, new ways of thinking, new laws and new ways of doing things. Clean energy entrepreneurs are working hard to make sure that the laws are in place for their businesses, to team up with people who have the same goals and to tell people how good renewable energy is for future. Together, they hope to speed up the move to a *cleaner and greener energy future for everyone*.

Becoming a clean energy entrepreneur poses significant challenges. Regulatory hurdles, funding difficulties and resistance from the fo-





# Charting the Future: A Clean Energy Guide for Entrepreneurs



**SHUBHAM JOSHI**

PM2325-B017  
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In today's world, the call for sustainable energy solutions grows louder with each passing day, and at the forefront of this movement stand a remarkable group of innovators – clean energy entrepreneurs. Fueled by a relentless drive to make a positive impact on the planet, these visionaries are armed with a potent toolkit of innovative ideas, disruptive technologies and transformative strategies. Their mission? To reshape the energy sector and pave the way for a cleaner, brighter future. Let's embark on a journey to explore the essence of clean energy entrepreneurship and how it's shaping the landscape of energy worldwide.

## The Power of Innovation

At the heart of every clean energy entrepreneur lies an unwavering commitment to innovation. These trailblazers are not content with the status quo; they're constantly pushing the boundaries of what's possible. From revolutionizing solar and wind power to pioneering *cutting-edge energy storage solutions*, innovation is the driving force behind the rapid evolution of **clean energy** technologies. By harnessing their creativity and ingenuity, these entrepreneurs are transforming the way we generate, distribute and consume energy, ultimately laying the foundation for a more sustainable future.

## Embracing Disruption

**Clean energy entrepreneurs** are disruptors by nature. They thrive on challenging the norms and conventions of the energy industry, daring to imagine a world where renewable energy sources reign supreme. Through the introduction of disruptive business models, such as decentralized energy generation and *peer-to-peer energy trading platforms*, they're reshaping the energy landscape and dismantling traditional barriers to entry. By embracing **disruption**, these innovators are not only driving innovation but also catalysing a fundamental shift towards a more **sustainable energy paradigm**.

## Catalysing Transformation

The ultimate goal of the clean energy entrepreneur is nothing short of transformation – a complete overhaul of the existing energy infrastructure to pave the way for a low-carbon future. These entrepreneurs are not content with incremental change; they're driving systemic, far-reaching transformation across industries and communities. Through their advocacy, leadership and perseverance, they're driving the widespread adoption of renewable energy technologies, influencing policy decisions and inspiring global action. Their efforts extend beyond reducing **carbon emissions**; they're laying the groundwork for a more equitable, prosperous and sustainable world for generations to come.

## The Essential Tools of the Clean Energy Entrepreneur -

**Vision and Passion:** Clean energy entrepreneurs are fueled by a powerful vision of a sustainable future and an unwavering passion for creating positive change. It's this vision and passion that



drive them to overcome obstacles and drive innovation in the energy sector.

**Collaboration and Partnerships:** They recognize that collaboration is essential for success. By forging strong partnerships with investors, researchers, policymakers and local communities, they're able to navigate the complex landscape of the energy industry and drive meaningful impact.

**Resilience and Adaptability:** In a rapidly changing environment, resilience and adaptability are crucial. Clean energy entrepreneurs must be prepared to navigate regulatory hurdles, technological barriers and market fluctuations with agility and determination.

**Access to Capital and Resources:** Scaling clean energy innovations requires access to capital and resources. Entrepreneurs must actively seek out funding opportunities, leverage incentives and grants and optimize resource utilization to bring their ideas to fruition.

### **The Path Ahead: Opportunities and Challenges -**

While the path of the clean energy entrepreneur is fraught with challenges, the opportunities for impact and innovation are equally compelling. From navigating regulatory landscapes to competing with established energy players, entrepreneurs face a myriad of obstacles on their journey. However, the potential rewards – both financial and environmental – make the pursuit of clean energy entrepreneurship a worthwhile endeavour.

**Conclusion:** Shaping the Future of **Energy-Innovation, disruption and transformation** are the guiding principles of clean energy entrepreneurship. With their pioneering spirit and unwavering commitment to sustainability, these entrepreneurs are reshaping the energy landscape and propelling us towards a cleaner, brighter future. As they continue to innovate, disrupt and transform, the clean energy entrepreneur's toolkit remains a powerful force for change in the pursuit of a sustainable world for all.

# Powering Modhera's Future: The Clean Energy Toolkit for Entrepreneurs



## PRIYASHA MANCHANDA

PM2325-A049  
NLDIMSR

**N**estled in the heart of Gujarat, India, lies Modhera, a village renowned for its historic Sun Temple and, more recently, for its pioneering leap into clean energy. As the world's first fully solar-powered village, Modhera has become a beacon of sustainability and a testament to the power of local innovation. Its clean energy transformation can serve as a model for other villages facing similar challenges related to energy access and sustainability. By showcasing the success and benefits, the project can inspire replication across India and the developing world, paving the way for a more sustainable and equitable future.

### Innovate:

#### 1. Develop a novel solar power solution:

- Explore innovative solar technologies like **Concentrated Solar Power (CSP)** or **Building-Integrated Photovoltaics (BIPV)** for efficient power generation.
- Design modular and scalable solar solutions that can be easily adapted to individual households or community needs.
- Integrate energy storage options like battery packs or thermal storage to ensure reliable power supply during peak hours or cloudy days.

#### 2. Implement a microgrid system:

- Establish a localized power grid powered by **renewable energy** sources like solar and wind, reducing dependence on the centralized grid and minimizing transmission losses.
- Explore peer-to-peer energy trading within the microgrid, allowing households to sell surplus power and buy when needed, fostering community collaboration.

#### 3. Promote energy-efficient appliances:

- Introduce high-efficiency LED lighting, fans, and water pumps to reduce energy consumption and lower electricity bills for villagers.
- Offer financing options or subsidies to make these appliances more accessible to the community.

### Disrupt:

#### 1. Challenge the traditional energy landscape:

- Advocate for decentralized and community-owned renewable energy systems, challenging the monopoly of centralized power companies.
- Partner with local NGOs or government agencies to lobby for policy changes that incentivize renewable energy adoption and microgrid development.

#### 2. Create alternative business models:

- Explore *pay-as-you-go (PAYG)* or subscription models for solar installations, making clean energy more affordable and accessible for low-income households.
- Develop skill-building programs to train local youth in solar technology installation and maintenance, creating local employment opportunities.



## **Transform:**

### **1. Empower the community:**

- Involve villagers in the decision-making process, ensuring the project aligns with their needs and aspirations.
- Conduct awareness campaigns on the benefits of clean energy and energy conservation, encouraging behavioral changes for sustainable energy consumption.
- Establish community ownership and management structures for the project, fostering a sense of responsibility and long-term sustainability.

### **2. Promote environmental sustainability:**

- Transition Modhera village towards clean and renewable energy sources, reducing dependence on fossil fuels and mitigating their detrimental environmental impacts.

- Minimize the project's environmental footprint by using sustainable materials and construction practices.

By innovating, disrupting and transforming the energy landscape in **Modhera** village, the clean energy entrepreneur can create a sustainable and empowering future for the community. Well defined call to action is, clean energy entrepreneurs having the power to innovate, disrupt and transform the lives of individuals and communities like **Modhera**. By equipping themselves with the right tools and collaborating with local stakeholders, they can unlock a future powered by clean energy, prosperity and well-being.

# MEET THE TEAM

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