

A day with an  
Aspiring Energy Enterprise:  
**The role of solar  
energy in building  
businesses.**



In aspirational districts across Uttar Pradesh, Bihar, and Jharkhand, hope and innovation converge. Through this project, we unveil the nuances of energy consumption in households, enterprises, institutions, and developers.

Solar energy emerges as a game-changer, empowering small enterprises and self-help groups by reducing costs, enhancing productivity, and fostering economic independence.



**Suchita Devi from Brinda, Jharkhand, exemplifies this transformation. With training and access to solar-powered equipment, she spearheads a plate-making enterprise, revitalising her village's economy and agriculture.**

This machine powered by the solar plant in Brinda has not only generated employment for the village, but has improved the state of agriculture for them.



In examining commercial energy consumption, the study found that a majority of commercial institutions interviewed were grocery stores, comprising 61% of the sample, followed by tea and snack stalls at 10%. Interestingly, in aspirational districts, business activities remained largely unchanged in terms of size after electricity connection, whereas in laggard districts, the majority of mini-grid consumers reported an expansion in their business following electricity connection.



With 24 hours of electricity, Suchita and many other women in Brinda are now able to join enterprises and improve their economic standing.

Despite challenges, there is a clear indication of the transformative impact of electricity access on enterprise growth and productivity, particularly in rural areas.

