

## Solar Micro-Entrepreneurship Business Model

Energy Swaraj Foundation is committed to nurture and support the solar entrepreneurs who are responsible for deployment of technology to the last-mile. It is expected that these entrepreneurs will be instrumental in building the confidence of communities to adopt solar energy. In this regard, Energy Swaraj Foundation will be identifying 62 entrepreneurs all over Maharashtra. The project will be implemented in two phases, details of which are given below:

### Phase -1





In the first phase, an approximate seed fund of ~50% of the product cost subsidy by the funding agency. Solar entrepreneurs are expected to bear ~50% of the cost of the product cost own investment. An exposure training will be provided to the solar entrepreneurs. Each entrepreneur will get 25 each solar products for one entrepreneur.

- **Total Investment per entrepreneur - Rs 9900**
- **Total Subsidy per entrepreneur - Rs 9900**
- **Total Product Cost per entrepreneur - Rs 19,800**
- **Total Revenue per entrepreneur - Rs 21,800**
- **Total Profit Margin per entrepreneur- Rs 11,900 (Rs. 2000 - profit from the sale of product + Rs. 9900 - subsidy)**

### (ii) Phase -2

**In the second phase, training of assembly and repair & maintenance of product will be provided.** Additionally, 35% of the product cost as subsidy by the funding agency while 65% of the product cost as own investment. In this phase, the Product Assembly & R&M Training will be provided for 5 days. Each entrepreneur will get 5 solar study lamps, 10 solar lanterns & 14 solar torches, 2 solar home lighting systems and 1 toolkit for one entrepreneur.

- **Total Investment per entrepreneur - Rs 17,900 (Rs. 11,900 margin to be invested + Rs. 6000 own contribution)**
- **Total Subsidy per entrepreneur - Rs 9608**
- **Total Product Cost per entrepreneur - Rs 27,508**
- **Total Revenue per entrepreneur - Rs 29,650**
- **Total Margin per entrepreneur - Rs 12,269 (Rs 2661 - profit from the sale of product + Rs 9608 - subsidy)**

Solar Study Lamp	Solar Lantern	Solar Torch	Solar Home lighting Solution
			
<p><b>LED Wattage</b> - 1Watt  <b>Battery</b> - LFP 3.2 V, 2000mAh  <b>Charging time</b> - 4-5 hours of direct sunlight  <b>Battery Backup</b> - 12 Hours (4 hours in high mode &amp; 8 hours in low mode)  <b>Solar Panel</b> - 2.5 Wp, 5 Vmp  <b>Product cost (per pc)</b> - Rs 600/-  <b>MRP price (per pc)</b> - Rs 650/-</p>	<p><b>LED Wattage</b> - 1Watt  <b>Battery</b> - Li-ion 3.7 V, 2000mAh  <b>Charging time</b> - 4-5 hours of direct sunlight  <b>Battery Backup</b> - 12 Hours (4 hours in high mode &amp; 8 hours in low mode)  <b>Solar Panel</b> - 2.5 Wp, 5 Vmp  <b>Product cost (per pc)</b> - Rs 680/-  <b>MRP price (per pc)</b> - Rs 750/-</p>	<p><b>LED Wattage</b> - 1Watt  <b>Battery</b> - Li-ion 3.7 V, 2000mAh  <b>Charging time</b> - 4-5 hours of direct sunlight  <b>Battery Backup</b> - 12 Hours (4 hours in high mode &amp; 8 hours in low mode)  <b>Solar Panel</b> - 2.5 Wp, 5 Vmp  <b>Product cost (per pc)</b> - Rs710/-  <b>MRP price (per pc)</b> - Rs 750/-</p>	<p><b>LED Wattage</b> - 3Watt (2 nos.)  <b>Battery</b> - Li-ion 12.8 V, 6000mAh  <b>Charging time</b> - 4-5 hours of direct sunlight  <b>Battery Backup</b> - 12 Hours (4 hours in high mode &amp; 8 hours in low mode)  <b>Solar Panel</b> - 20 Wp, 17 Vmp  <b>Product cost (per pc)</b> - Rs 3500/-  <b>MRP price (per pc)</b> - Rs 4200/-</p>

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