



## AMITY BUSINESS SCHOOL

### MULYA-PRAVAH 2022 Student Activity Report

#### OORJAgram: TAPPING SOLAR ENERGY TOWARDS INCLUSIVE GREEN GROWTH

**Institution:** Amity Business School

**Date:** 4<sup>th</sup> February 2022

**Faculty In Charge:** Dr. Ritesh Dwivedi

**Venue:** MS-Teams

**Activity Category wise:** Webinar

**Title of the Activity:** Tapping Solar Energy towards Inclusive Green Growth in India.

**Chief Guest:** Dr Utparn Dubey, Managing Director - OORJAgram India Pvt Ltd.

**Objective(s):**

- i. Session was focussed on environment conservation intervention. OORJAgram is also an alternative energy provider and it dreams to digitise India and aims to connect rural and urban India with the intervention of social intervention at its core.
- ii. Session tries to understand the challenges prevailing on grassroots level for energy needs. Also it explores the current possibilities in rural economy.

**Value Represented:** Rapport building with Rural Masses, Technological impact on rural enterprises, Environmental policies, Challenges faced, Protection Campaign.

**Methodology:** The Webinar was conducted on MS teams talking about the OORJAgram concept of rural infrastructure infused with smart technologies catering to economic scaleup at last mile.

**Details of the Activity conducted:**

The event was conducted on MS teams, where the speakers explained the different issues and recent developments which are related to the environment. The speakers started the session with a motivational quote “Wherever we are right now we are doing a great job”. Session guest Dr Utparn Dubey shared a beautiful story how he started OORJAgram, global sustainability and development initiatives by intruding into the 07 MDG - Millennium Development Goals (Now SDG) across SAARC nations and their outcome achievement as of 2011.

The main objective of OORJAgram is to introduce the concepts of Smart-healthcare, Smart - education, additional livelihood support, access to financial services and products are primarily alien to the several dots that litter the Indian landscape. Overall it has a direct bearing on the

growth pattern of the economy with regards to engagement in economic activities as a whole. Energy & IoT entails facilitating the access to reliable and assured energy supply for intervention with IoT based smart technologies. Aggregation for Agribusiness involves supporting existing farmers and enterprises to grow their business. Empowerment, Mentor and Training involve identifying appropriate local entrepreneurs with right skills and capabilities to initiate entrepreneurial initiatives. Towards the end of the session to make it more interactive there was a question answer round where Sir explained the reason behind the energy bridge which filled the void between rural and urban India through OORJAgram, as living in a habitation with frequent power outages would sketch the reality in front of anyone wishing to comprehend the impact of electricity on our everyday lives. People living in the urban regions mostly rely on energy to fulfill their basic daily needs, right from preserving food to cooking it. Without electricity these people would be devoid of any kind of entertainment, education, transportation, communication, healthcare facilities etc.

Electricity is central to the ability of almost all modern societies to function. There were indeed a lot of challenges faced initially as the people from rural region were stringent for any new change, but latter after making use of various analysis tools and information that they gathered in various villages or rural areas they found out the well to do it families in the rural areas are stringent towards changes as if this happens then all of the rural areas would become equal in terms of access to affordable sources of energy and this would build a chain where the rest of the villages would want things like the well to do families and so for them acquiring labour would be hard and would cost them more. As in today's world the use of alternate energy has become a necessity for a sustainable environment but previously they have to pay more cost in order to access such energies and have seen the benefits and thus are more accepting towards it and have started to adapt to the change.

OORJAgram has executed a total 3.5 MwP (Megawatt Peak) of decentralised Off Grid Rural Electrification and 15 Micro Grids Installation across states of Uttar Pradesh, Bihar Jharkhand and Rajasthan using Solar as the platform. Lastly, Utparn ji mentioned about many tie ups with other organisations for transporting the equipment to different remote locality or remote hill-station where they can provide a stable connection without any disturbance. He offered students opportunity to work with him as interns in coming times.

**Number of Attendees:** 68

**Outcome of the Activity:** Through this webinar, we understood ORJAgram ensures the environment friendly intervention on energy generation and effective management of energy availability. OORJAgram provides its customers uninterrupted supply with affordable tariffs. Students got an open offer to work with the organisation as interns.

**Conclusion & Action Photographs:** This webinar created a sense of awareness focusing on the prime target of uplifted and transcended beyond barriers hindering its modernist growth with alternate energies.

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startupindia

# OORJAgram India Pvt. Ltd.


Renewable Energy Is The Way Ahead

Dr. Ritesh Dwivedi

18°C Heavy t-storms 1:39 PM 2/4/2022

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## OORJAgreen - Energy & IoT

- It entails facilitating the access to reliable and assured energy supply, and intervention with IoT based smart technologies.
- Our OORJAgram Generation Based Distribution Franchisee (OGGBDF) Model is one such initiative, we are propagating with numerous State DISCOMS, for overall management of Energy Infrastructure and Energy Distribution at the Last Mile.


OORJAgram aims to connect rural and urban India with the IoT at its core.

Dr. Ritesh Dwivedi

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## Industrial Consulting

- MSME, SME & Turnkey Consulting - Is driving the much-needed rural industrialization with appropriate policies and market connect for financial inclusion.
- We are in touch with Numerous International Firms and Manufacturers for our Make in India initiative with Technology Transfer and produce in India to cater to the last mile with Smart Technologies, Software's, and Innovative products.

Collaborating with our industrial clients around the globe, our industrial specialists help maximize assets and improve efficiencies

**BHAGYODAYA**

- Aligning with ATMANIBHAR BHARAT, OORJAgram is niche platform where we are establishing much needed training, Skill development centers as our Footcandle across Last Mile to facilitate Education and Empowerment of Human Resources.
- We are in Tie-up with ENGLISH+ Canada to cater to the requirement of numerous immigration based, personality development and other skills.

Dr. Ritesh Dwivedi

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Tara Singh's tailoring center too often faces severe power cuts during class time.

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Dr. Ritesh Dwivedi

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Dr. Ritesh Dwivedi

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Dr. Ritesh Dwivedi

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SHREEYA NAVEEN

ANIKET CHATTERJEE

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2:23 PM 2/4/2022

Participants: SOUMYADE..., KARTIK SHA..., SRAJAN VIS..., J.C. CHONG..., ADITI JAIN, SABHI ROC..., SHIVAM TY..., +30

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**Event Link :** [https://amityedu96491.sharepoint.com/sites/MulyaPravah2021-222/Shared%20Documents/General/Recordings/Mulya%20Pravah%20Session%20%20OO RJ Agram%20%20Tapping%20Solar%20Energy%20towards%20%20Inclusive%20Green%20Growth%20in%20India-20220204\\_131644-Meeting%20Recording.mp4?web=1](https://amityedu96491.sharepoint.com/sites/MulyaPravah2021-222/Shared%20Documents/General/Recordings/Mulya%20Pravah%20Session%20%20OO RJ Agram%20%20Tapping%20Solar%20Energy%20towards%20%20Inclusive%20Green%20Growth%20in%20India-20220204_131644-Meeting%20Recording.mp4?web=1)