

SELCO Solar Light Pvt. Ltd.

Future-Ready Organization of 21st Century

Name of Organization	SELCO Solar Light Pvt. Ltd.(Solar Electric Light Company)
Industry	Solar Energy
Markets/Geography:	Rural India
- Customers	Lower economic households
- Region	Selective Indian States: Bihar, Maharashtra, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala
- Size	520
- Rate of Growth	20%
Key metrics:	
- Revenue,	Rs. 33,88,79,237
- Market share	N/A
- Share price (optional)	1 Rupee per share
- Profits	N/A
What makes it a future-ready new economy organization of the 21 st Century?	<p>Sustainability: need-based energy service, innovative product lineup.</p> <p>Empowerment: employment of local youth, bottom-top approach for need-based products.</p> <p>Innovation: linkages between technology, appropriate financing, energy services, income generation, and quality of life.</p> <p>Scalability: As operation as sustainable and replicable grants SELCO to serve 65,000 clients around India, this highly depends on the firm's partners.</p> <p>Transparency: All processes are transparent to stakeholders; imperative for SELCO to meet the expectations while keeping the utilization of hard-earned money responsible; SELCO reduces its learning time using the experiences gathered by its stakeholders coming from other organizations.</p>
Key Values of the organization	<p>Philosophy in the organization:</p> <p>Tacking affordability with financing matched to cash flows.</p> <p>Scaling Impact vs. Supersizing</p> <p>Investing in its people</p> <p>Our Investments</p>
To what extent do these values align with the values of millennials, and how?	The values kept at priority at SELCO resonate with millennials and upcoming GEN Z to a high extent. Sustainability, alternative energy, and

	affordability are the key factors that are of importance in this organization.
The vision of the organization	N. A
Mission Statement of the organization	SELCO recognized an unjust equilibrium – where the very poor are trapped in a cycle of poverty exacerbated by unreliable or unavailable energy access. Given its two-decade experience, SELCO has concluded the most effective way to catalyze broader adoption of energy solutions would be to cultivate a conducive market environment with five critical ecosystem conditions: financial inclusion (access to funding), human resource development (local talent), inclusive policies (government support), market linkages (local suppliers), and technology and design (products that meet customer needs). If these conditions all exist, we postulate it creates a new equilibrium in which long-term energy solutions will flourish, improving the quality of life for the very poor and ultimately alleviating poverty.
Business Model of the organization	<ol style="list-style-type: none"> 1. Creation of supply chains for various energy services and feasible financing solutions. 2. Creating rural entities and linking them to appropriate financial programs. 3. Creating project-specific income-generating activities involving energy services.
How is the organization different from traditional organizations based on the 2 nd Industrial Revolution?	This organization works on principles of sustainability and social entrepreneurship on a relatively regional/semi-national stage. Unlike traditional organizations, it prioritizes its services custom-tailored to projects.
The journey of conceptualization/ inception in case it started from scratch:	<p>SELCO INDIA (SELCO) was established in 1995 to disprove the following 'myths':</p> <p>Myth 1. Poor people cannot afford sustainable technologies.</p> <p>Myth 2. Poor people cannot maintain sustainable technologies.</p> <p>Myth 3. Social ventures cannot be run as commercial entities.</p>
The process of Strategic Transformation in case it evolved from a traditional organization? What was the inflection point that brought about this change?	N. A
Current challenge for the organization	
How does it ensure environmental sustainability?	Provided solar electricity to more than 65,000 households in rural India.
How does it attain financial sustainability?	<ol style="list-style-type: none"> 1. Solar electricity generation and distribution systems are paid by payment modes via SELCO through local financial institutions. 2. Innovative products

	3. Creation of need-based energy services has led to increased willingness to pay among the poor, thus leading to a sustainable commercial chain
How does it align with sharing in its operations?	N.A
How does it employ the Internet and the Internet of Things in its operations?	The current status of SELCO doesn't discuss incorporating IoT in its functioning. Still, a quick overview reveals multiple opportunities to connect the sites with IoT to collect, analyze and monitor the data obtained, not to mention potential ways to make the process more optimized.
How does it achieve higher efficiencies and lower marginal costs?	SELCO in the solar energy business uses solutions from commercial banks, regional farmer cooperatives, microfinance institutions to continue their work.
How does it relate to principles of biospheric consciousness?	N.A
What future do you visualize for this organization?	SELCO states about 20% growth every year since its inception in 1995; I believe integration with future systems such as ML, AI, IoT, and additive manufacturing is the organization's future in making it more sustainable and future-proof.
How will it disrupt traditional organizations based on its approach, technology, and business model?	Traditional energy-based organizations still primarily use fossil fuels as their primary products for shareholder wealth maximization. Being one of the premier for-profit sustainable organizations is on the right path to achieving sustainability in its operations, selection of technology, and approach to its business model.
The achievements so far:	<p>1. Installing 65,000 solar lighting and solar-powered accessories in the poor households of rural India. All the 65,000 systems have been paid for by the users using various financing methods designed by SELCO and its financial partners.</p> <p>2. Hiring local youths to maintain the 'hi-tech' solar systems in rural households. Many of the employees of SELCO INDIA are from the local villages.</p> <p>3. Successfully growing many folds over the years while promoting energy services like solar power to the rural poor.</p>
In case you were a consultant, what would have been your advice for the top management of this organization?	I believe its time for SELCO to incorporate systems of data science and learning into its services which in turn effectively provide an

	advantage in building sustainable and efficient products and services
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