GreenSync Grid: AI-Powered Sustainability for MSMEs

Revolutionizing energy management for micro, small, and medium enterprises.

The Challenge: Energy Waste & Cost for MSMEs

Inefficient Usage

Outdated equipment and lack of real-time insights lead to significant energy wastage.
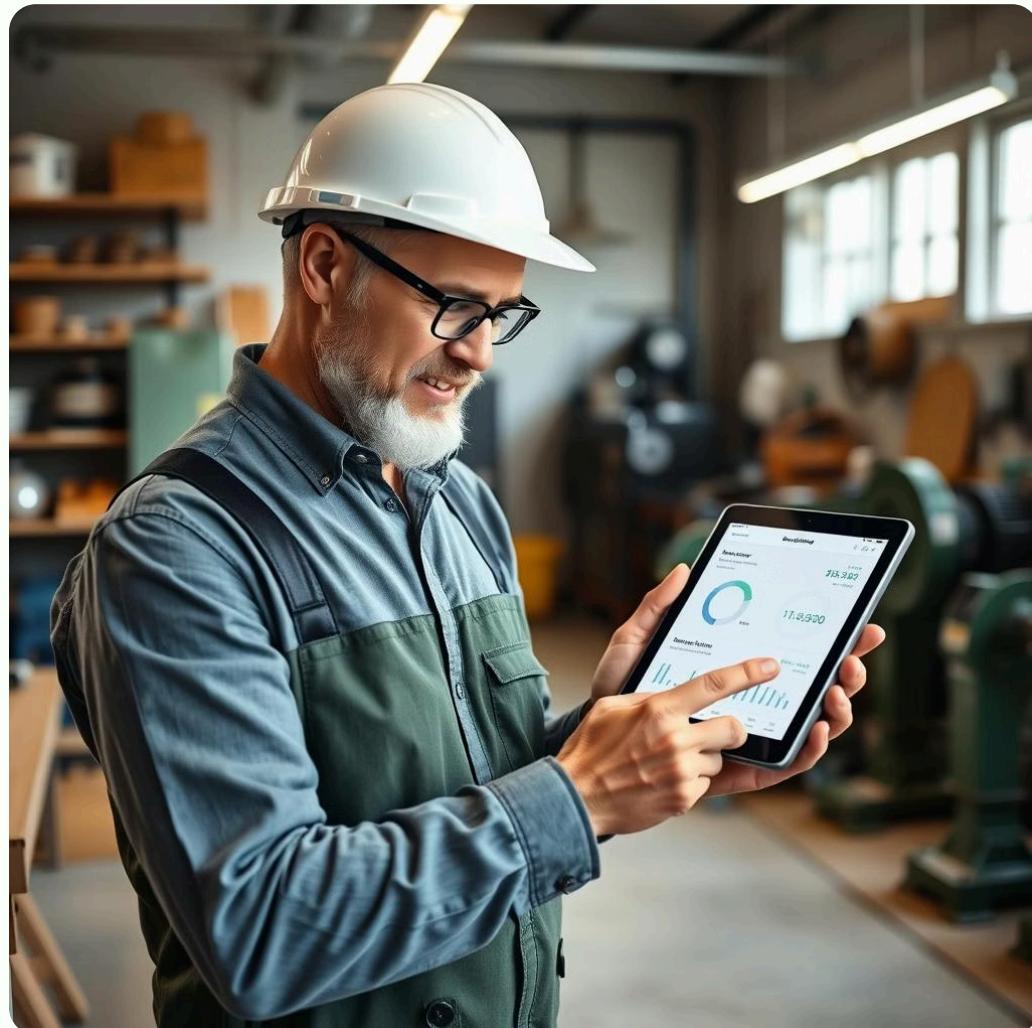
Increased Costs

Unoptimized energy consumption inflates operational expenses, especially for rural MSMEs.

Carbon Footprint

High energy consumption contributes directly to increased carbon emissions and environmental impact.

Our Solution: AI-Driven Energy Optimization

GreenSync Grid is an AI-powered platform leveraging IoT to transform energy management for MSMEs.

Real-time Monitoring

IoT sensors provide live data on energy consumption.

Predictive Optimization

AI predicts usage patterns and detects anomalies to optimize energy flow.

Cost & Carbon Reduction

Significantly lowers operational costs and carbon emissions.

GreenSync Grid: How It Works

Our system ensures seamless data flow for intelligent energy management.

IoT Smart Meters

Installed on machinery for precise data collection.

Edge Devices

Process data locally for faster insights.

AI Engine

Analyzes, predicts, and optimizes energy profiles.

Dashboard & Alerts

User-friendly interface and real-time notifications.

Innovative Features for Every MSME

AI Forecasting

Predictive energy consumption for proactive planning.

Anomaly Detection

Instant alerts for unusual energy patterns.

Solar/Grid Shift

Recommendations for optimal energy source switching.

WhatsApp Bot

Voice-enabled support for low-tech users.

Target Market & Impact Potential

Unlocking massive potential within India's MSME sector.

Market Size

- 63 million MSMEs in India.

- Over 70% report energy inefficiencies.

- Key focus: Tier 2/3 towns and rural areas.

Environmental & Economic Impact

- Potential 30-40% carbon footprint reduction per unit.

- Significant operational cost savings.

- Boosts energy security for rural enterprises.

Sustainable Business Model & Alignment

Revenue Streams

- Subscription-based SaaS platform.
- Sale of IoT hardware kits.
- Partnerships with government bodies and EPCs for wider adoption.

Global Impact

- Aligns with UN SDGs 7 (Affordable & Clean Energy), 9 (Industry, Innovation & Infrastructure), 12 (Responsible Consumption & Production), and 13 (Climate Action).
- Future integration with carbon credit mechanisms.

Roadmap & Funding Request

Phase 1: Prototype Development

Complete core AI and IoT integration.

Phase 2: Pilot Program (3 States)

Field test with select MSMEs, gather feedback (total 12 months).

Phase 3: Scale-up & Expansion

Broad market entry and partnership leverage.

ⓘ **Funding Ask: ₹15 Lakh**

Under MSME Scheme for tech development, hardware sourcing, and field testing.

Empowering MSMEs to become green, smart, and future-ready.