



EMPOWERING RURAL INDIA

Reaching 100 villages by 2030

We aim to provide clean, reliable and affordable electricity to villages in order to foster quality of life and sustainable rural development.

WHY

Power Outages

Millions in rural Tamil Nadu suffer from power cuts that last several hours every day. Rural communities suffer more than urban ones: They cannot consistently meet basic needs and their industries, which depend on reliable power supply, are unable to function at optimum capacity. Everyone suffers economically and residents are forced to migrate to cities to seek work.

Global Warming

The impacts of global warming are particularly catastrophic for the poor and for developing nations like India. Drastically de-carbonising existing energy system by investing into renewable energy systems is required to address global warming. India has committed to reduce its emissions by increasing the share of non-fossil-based energy resources to 40% of installed electric power capacity by 2030 .

Water Stress

Tamil Nadu has been declared as 'under extreme water stress'. The heavy reliance on conventional energy sources such as coal, with its associated high water and environmental footprint contributes in putting the State's water and energy security at peril

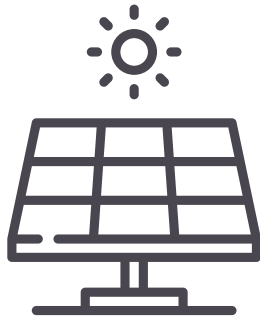
Social Barriers

Socially constructed barriers around caste, religion etc. hinder the development of vibrant and inclusive village communities.

Ownership Concentration

IPCC highlights that social justice and equity are core aspects of climate-resilient development pathways that aim to limit global warming. The poor and underprivileged communities need to be included in the solutions addressing climate mitigation. Today the majority of financial benefits of renewable energy assets are reaped by corporate sector.

WHAT



100 MW Solar

- 💡 Distributed Generation
- 💡 Use of LT infrastructure
- 💡 Co-utilization of land
- 💡 CO2 emission reduction
- 💡 Gross export and sales energy



100 Villages

- 💡 Self-help groups
- 💡 Revenue Sharing
- 💡 Participatory Budgeting
- 💡 Village initiatives
- 💡 Awareness creation

HOW

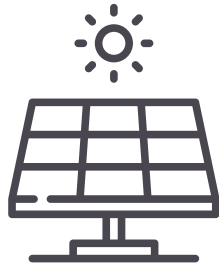
Energy - Water- Food- Livelihood Security

Vibrant Communities

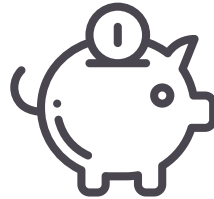
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- Grants & Donations
- Solar Search Engine Revenue
- Social Impact Investment
- Revenue from sales of solar energy
- Solar Village Revolving Fund



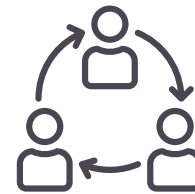
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- Community integrated
- Co-location with food and water systems
- Utilizing existing infrastructure
- Carbon neutral
- Local employment



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- 90% net-revenue for Solar Village Revolving Fund
- 10% net-revenue donated to village
- Social Responsibility for corporate sector



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- Community level democratization
- Sustainable village level improvement initiatives
- 10% net-revenue donated to village



- >
- Community Projects
- Transcend traditional caste and class barriers
- Better Quality of Life



1

Financing

3

Solar Energy

4

Sales

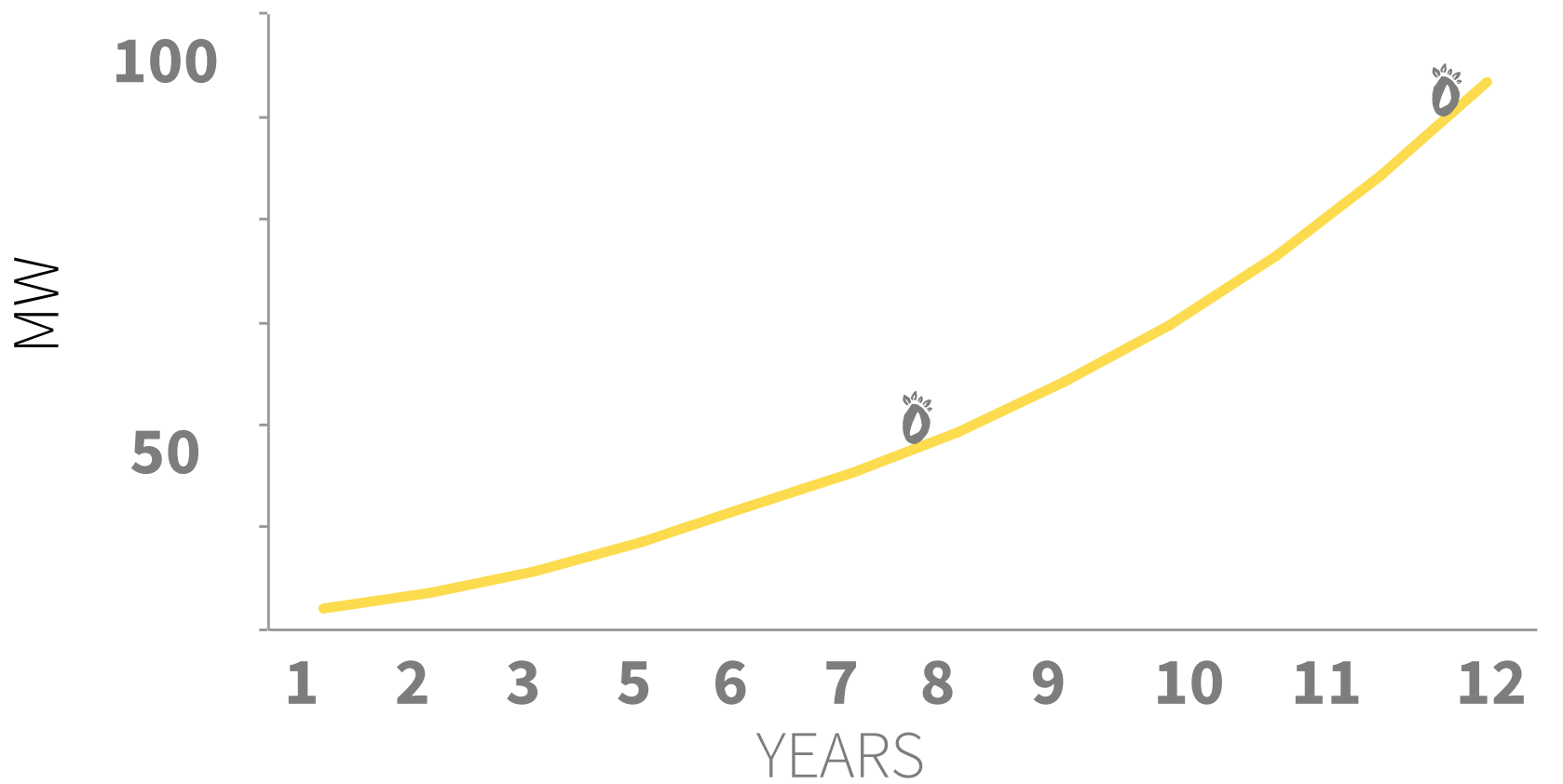
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Participation

6

Community

TARGET



SolarVillage

Light up villages with your searches



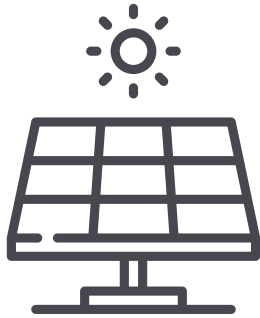
SHARE SOLAR VILLAGE

Solar Village Search Engine

- 🌱 Generate revenue for Solar Village
- 🌱 Create visibility
- 🌱 Create awareness
- 🌱 Disseminate project for replication

GOAL	3 Months	1 Year
Users	40,000	100,000
Searches per day	120,000	300,000
Revenue (USD)	25,000	220,000

WHO



Auroville Consulting

- 🌱 Non-for profit
- 🌱 Unit of the Auroville Foundation
- 🌱 Expertise in renewables
- 🌱 Strong networks



Partners

- 🌱 Auroville Village Action
- 🌱 Academic partners
- 🌱 Corporate sector
- 🌱 Funding agencies
- 🌱 Media Partners

HOW CAN I HELP

1

Use & Search

2

Promote

3

Get Involved

www.thesolarvillage.org

info@thesolarvillage.org

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