



[Home](#) / [News & Insights](#) / [News](#)

## London renewable energy expert opens first overseas office in India

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## to Grow: Management Course.

London-based [GreenEnco](#) provides engineering, technical advisory and risk management advice across solar and other alternative energy storage projects, working with clients across the UK, US, EU, New Zealand and now, India.

The firm's founder and CEO, [Dr Jyoti Roy](#), has 18 years' experience in the renewable energy sector but needed advice to help him apply the best financial model to his business. This led him to enrol on a 12-week Help to Grow: Management Course, which was delivered by London South Bank University, a recipient of the Small Business Charter that is awarded to institutions that support small businesses.

During the course, Dr Roy discovered the value of having a positive cash flow, why financial planning is essential to growth, and how to think more strategically about his business. He used this knowledge to drive growth across his business and now growing in terms of doubling revenue, headcount, list of services and expansion in new market.

The knowledge from the course also gave Dr Roy the confidence to open GreenEnco's first international office in Calcutta and to expand the team overseas. Plans are also in place to enter other markets across South East Asia to meet growing demand for solar and energy storage projects.

**Dr Jyoti Roy, founder and CEO of GreenEnco said:** "I can't thank the experts from the Help to Grow: Management Course enough. It sounds simple, but learning how to put time aside for financial planning has allowed me to focus on what's next for the business and given me the head space to think more strategically.

"Branding and marketing was also a big learning curve for me. While we predict that investment in clean-tech solutions will continue to drive demand in Asia, our approach needs to be tailored. There are a host of different customs for doing business across the world but Asia in particular focuses on face-to-face relations.



Dr Roy now works with 60 individual partners across the world, allowing his team to tap into local business customs and build relationships in person.

As part of the [Help to Grow: Management Course](#), each participant benefits from peer-to-peer networking and is provided with a dedicated mentor to help them apply the learning directly to their business.

**Dr Roy found the mentoring element of the course particularly beneficial:** “My mentor taught me the importance of spending time on the business rather than in the business. I’m learning to delegate more, freeing up time to find new talent that will support our growth. We are now a team of twelve and over the next month I’m hoping to recruit two more people to join the team in the UK and three in India while exploring other overseas opportunities to grow the business.”

**Michael Hayman MBE, Chair, Small Business Charter, added:** “Like many small business owners, Dr Roy had the expert technical knowledge and wanted to build confidence when it came to the financial and marketing aspects of his company.

“Over the course of 12 weeks, Help to Grow: Management has provided Dr Roy with the leadership knowledge to take his business to the next level. From robust financial planning to a compelling mission, vision and values, our experts are able to share their knowledge and experiences to provide participants with the skills needed to set and achieve realistic business goals.

“GreenEnco is a high potential business and Help to Grow: Management will no doubt assist the team in developing its work in new overseas markets and supporting the renewables sector.

Across London, 320 SME leaders had finished the course by February 2023 across seven universities including Kings College London, Birkbeck University of London, London South Bank University, and the University of the Arts London\*.

Business leaders can find out more about Help to Grow: Management and sign up for the course in their area by [clicking here](#).



Birkbeck School of Business, Economics and Informatics, University of London

Brunel Business School, Brunel University

Fashion Business School, London College of Fashion, University of the Arts  
London

University of Greenwich Business School

Guildhall School of Business and Law, London Metropolitan University

King's Business School, King's College London

Kingston Business School, Kingston University

School of Business, London South Bank University

## About Help to Grow: Management

Help to Grow: Management is a 12-week course designed to support business leaders and senior managers to increase resilience, innovation, and growth within their organisations.

Delivered by Small Business Charter accredited business schools, the course is available in more than 50 locations across the UK and is 90% government funded. It is designed to fit around existing work and personal commitments, providing business leaders with more than 50 hours of online and in person training including 10 hours of one-to-one mentoring. Individuals completing the course automatically join the Alumni Network, where they have access to exclusive events, content and partner offers, as well as the support of a UK-wide peer network.

The Small Business Charter, which oversees Help to Grow: Management, is an award for the UK's world-class business schools. The Charter was developed by Lord Young, the Department for Business, Innovation and Skills, and the Chartered Association of Business Schools to celebrate business schools that play an effective role in supporting the UK's 5.8m SMEs and their local economies by extension.