

PRESS RELEASE

Bengali social entrepreneur's success story in Kolkata

Kolkata, 21 August 2024

Dr Andrew Fleming, British Deputy High Commissioner in Kolkata, inaugurated the Young Climate Champion Board programme - an initiative by UK's solar technology efficiency company, GreenEnco UK, in Kolkata on Monday. GreenEnco has introduced Young Climate Champion Board programme. This is a one-year incubation programme for the young minds below the age of 18. Up to 10 young minds will be selected from across the globe. The two key intension of this programme is to offer young empowerment and to receive innovative climate solutions. These innovative ideas will be enabled by GreenEnco's advanced technology and innovation team to incubate and deliver new climate projects.

"This is a great initiative as young minds bring fresh ideas," said Dr Fleming. "GreenEnco started out as a UK company and has its operational base in Kolkata. It is a great story of a Bengali entrepreneur running a UK headquartered company in the City of Joy. We are happy to back all such ventures in Kolkata – a city which holds a lot of potential in terms of its skills and resource availability for more such success stories to come up."

"Both India and UK have successfully demonstrated commitment to solar energy for the past decades. Significant momentum of large-scale solar deployment started in 2010 in both countries. Britain's energy mix has undergone a remarkable transformation in six decades. 2023 was the UK's cleanest year on record for energy generation, with 51% of the country's electricity coming from zero-carbon sources – including 36% from wind, hydro and solar power – and less than 1% from coal. I believe that initiatives such as this would be of immense benefit for both the countries as far as renewable energy is concerned," said Dr Fleming.

GreenEnco held a special workshop on "Mindfulness and Inclusion" as far as individual and organizational energy and waste management practices are concerned, which sought to shed light on individual practices in homes, offices and communities that could be reconsidered and changed.

Mr S Suresh Kumar, Chairman, Damodar Valley Corporation, said, "Being an extremely power-guzzling sector, DVC is taking incremental steps everyday to become more efficient, to have more energy-efficient practices that are sensible and sensitive towards the environment. Nothing happens in a day, but I am mindful where we need to go, and we are committed to it."

Mr Gyanesh Chaudhary, Charman and Managing Director, Vikram Solar Ltd said, "GreenEnco is an inspirational success story for many entrepreneurs on how to build a successful business, on the philosophy of "Creating a better world in a changing climate."

Mr Somesh Dasgupta, Whole time Director of India power corporation Ltd (IPCL) spoke about IPCL 's commitment to sustainable future through implementation of their vision aim for an 80% RE mix in the distribution system by March 25. The incremental changes and thoughtful business model such as GreenEnco that are really the need of the hour to tackle the climate change.

Founded and self-funded by a son of the soil, Dr Jyotirmoy Roy, the company has set up it headquarter in London and the first overseas office in Rajpur, Sonarpur, Kolkata. "We have a responsibility to give back to the place that we grew up in. It gives me an immense pleasure to launch this global Young Climate Champion programme in the city where I born and grow up. I felt strongly to create a linkage between young minds and industry leaders in tackling climate change through creating student-industry platform".

"We have been operating successfully for close to 7 years, operating on solar and energy storage projects across 4 continents and 16 countries, with over a cumulative operational excellence of 15 GW of solar and battery storage projects. But that's not just the only thing that is important, practising individual change every day is essential."

"There is over 1 TW of solar installation happened across the globe and generation loss of the existing solar system is a global challenge that every country is facing. GreenEnco has been supporting developers, independent power producers, utilities, investors to improve generation of their solar assets, with an average of 8% generation gain in six countries in Asia and Europe, by using an award-winning systematic solution called pvAPM (PV Asset

Performance Management). It is a systematic strategy where we combine AI & ML algorithms (High-Tech) driven by human intelligence (High Touch), said Dr Roy.