

ILLUMINATING TOMORROW

- An effort towards brighter future

Powered by:

 **signify** foundation





“This is the first time I was able to work after sunset, thanks to the LED streetlights, I am now able to earn more”

Chandrama Gupta,
Rahsu Bazar, Kushinagar



Established in 1985, Society for Technology and Action for Rural Advancement (TARA) is a social enterprise of the Development Alternatives Group (DAG). Over the years, TARA has built a global presence as an incubator of technologies and delivery systems for sustainable livelihoods.

The potential of energy as an accelerator for economic growth model developed by TARA is unique in that it recognises the dual role of people in village communities – that of “producers” as well as “consumers”. It prioritises the use of electricity to put money “into people’s pocket”, cash that can be used to pay for not just lighting but improved nutrition, entertainment, healthcare and other needs. TARA’s current focus on local economic development, social inclusion, basic need fulfilment and agri-resource centres has led to greater incomes, the creation of new jobs, new enterprises run by women and pure water being made available, in addition to thousands of homes being lit up through “Smart Power”.

“ Village economies need new energy - literally, in the form of reliable access to electricity that fuels the production of goods and services; and figuratively, in terms of hope for budding entrepreneurs who dream of doing things their parents could never have dreamt of. TARA’s community engagement, load acquisition and microenterprise development services help combine social capital with investments made by decentralized renewable energy companies to create transformative opportunities for environmentally-sound economic development.”

~ Shrashtant Patara,
CEO, TARA



TARA sponsored by Signify Foundation, Netherlands, supported **6 Renewable Energy Servicing Companies (RESCOs)**, combinedly servicing more than **1 million** customers with high quality, reliable clean electricity through Solar minigrids. TARA distributed high quality LED lighting solutions such as:

25,000+ LED Tubelights

40,000+ LED Bulbs

800 LED Streetlights



Our Reach

180+ Villages

14 Districts

4 States

(Uttar Pradesh, Bihar, Odisha, Jharkhand)





Impact

11,500+

beneficiaries impacted directly

3,200+

individuals from vulnerable groups benefited

1,100+

public spaces connected to high quality lighting

350,000+

community members benefitted



Social Impact

6 Renewable Energy Servicing Companies

supported with LED lightings worth

\$ 211.8K ensuring continued supply of

clean solar energy to underserved communities



“ This is the first time we are having streetlights in our village. Roads have become safer with lesser crime and accidents. We are also now able to conduct panchayat meetings, SHG meetings even after dark after ”

Dulari Devi,

Ward member, Rakamseri,
Jharkhand

Lighting Local Economies

1200+ local enterprises' working after daylights, increasing revenues by **23%**





“ I used to feel afraid to go out after sunset, but now because of the tubelights on our front yard, I am able to play and study outside even in the evenings ”

Dimple (age 11),
Daughter of Dinesh Jha,
Sariswa bazar, Bihar



3,556+ MWh
Annual Energy Savings

(Enough to light
4,400+ houses for 1 year)





\$ 306k +

returns to consumer's pocket through
Annual Energy Savings in Bills





3,379+

metric tonnes of CO₂ saved annually

equivalent of removing **750+**

cars from road for **1 year**



1,237+
metric tonnes of coal
saved from combustion

3,274+ MWh
clean solar electricity is consumed



\$ 540K +
Revenue generated by ESCOs

“ People in rural India have been “disemPowered”. They have lost control over depleting resources and are unable to tap alternative sources of energy. Their basic needs remain unmet and growing aspirations unfulfilled. Women and children carry the burden of this poverty of choice. The decentralized renewable energy based model by TARA aims to drive social wellbeing and enable local businesses to transform village economies. ”

Kanika Verma

Programme Director, Sustainable Business Solutions, TARA



Future Ahead

TARA is committed to create positive long-lasting social and economic impact in under-electrified villages via access to clean energy.



Anoop Thakur, Barber,
Gurwalia

Eyes don't hurt while
working at night.



Dimple, Sariswa
bazar

Easier to read and more
time for playing



Kamalabati, Grocery
store, Kulabira

Safer roads and freedom
to move at night



Lal Babu, Vegetable
Seller, Mansachhapar

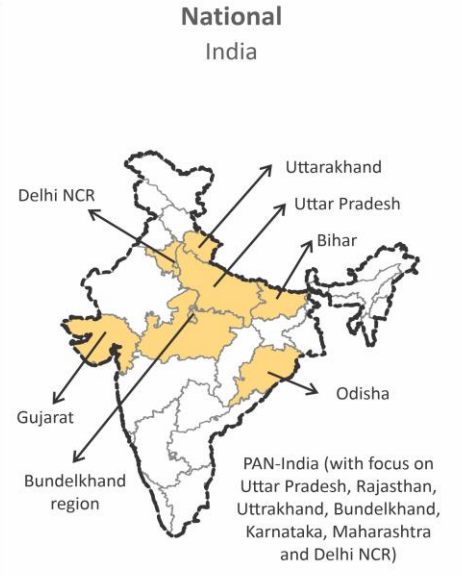
More customers, more
income



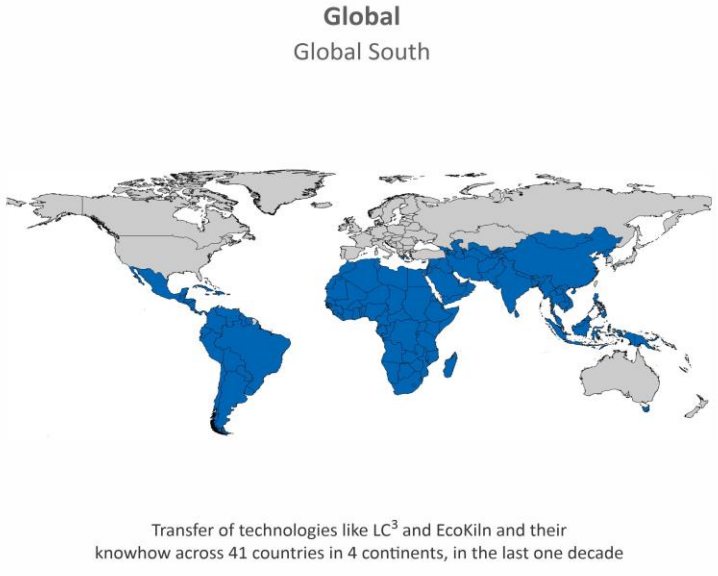
Fostering a green nexus between
energy - entrepreneurs - economies

TARA's Presence

Research and Action Footprint



Knowledge Transfer and Global Influence Footprint





Our Partners

MLINDA



CLARO



Technology and Action for Rural Advancement
B-32, Tara Crescent, Qutub Institutional Area, New Delhi 110016, India
Tel: +91 11 2654 4100, 2654 4200 Fax: +91 11 2685 1158
Email: tara@devalt.org Website: www.tara.in