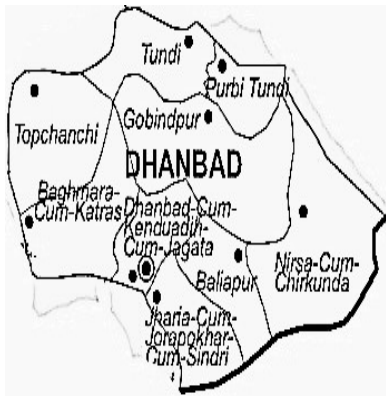


A story of Parmeswar Saw

An ordinary boy from a village known Bastacolla from Jharkhand who's life changed from a ordinary village boy to an Entrepreneur due to Schneider Rural Business Unit and CSR who donated a Battery Charging station to him to start his own Business and become proud Entrepreneur.



S/o - Rajendra Saw
 Village - Bastacolla
 PO - Dhansar
 PS - Jharia
 Dist-Dhanbad,
 Jharkhand



Jharia , near Dhanbad, is the coal capital of India, the entire area is full of coal mines. People have easy access to coal which they use for cooking purposes, however, for lighting they resort to conventional source – kerosene oil. Because of the abundance of coal underneath the surface , this kerosene oil presents a grave risk to precious human lives !!!

The majority of the residents use kerosene lamps to light up their homes. Kerosene available through ration card is never sufficient and hence people are left with no option but to access the black market which is expensive.



Determined to serve the people of Dhanbad, the Schneider team made many trips to this locality, talking to potential customers, and demonstrating the usage and benefits of solar lighting. In a tangible example of how Schneider along with iLead makes a difference at the micro level, Parmeswar Saw was encouraged to become a solar entrepreneur. Parmeswar has always wanted to do something to overcome poverty. It was at this juncture that Schneider came knocking on his door with an idea.

This is how Parmeswar started as an entrepreneur in his own locality





This indeed was a turnaround from poverty to prosperity and Schneider, a company whose name he had never even heard a year ago was instrumental in making this happen.



Parmeswar started his BCS operation in Gobindpur, a bustling market place in the outskirts of Dhanbad. Although being close to the city, Gobindpur had its own woes of electricity outages. Local businessmen who had shops there bore heavy expenses in getting light arrangements for their evening hours. This is where Parmeswar struck a **gold mine in the coal capital** – he rented out the LEDs & battery to street vendors & sellers & earned their satisfaction !!!!



In the month of Feb – 2012, when Parmeswar started the business, he had just 9 customers. Due to his efforts & dedication, he started getting enquiries for more LEDs & battery. This motivated him to start investing into the business & he bought his first set of 5 LEDs & 10 batteries. As business grew, so did his risk appetite, Parmeswar began talking to more prospects & acquired new customers & made his second round of investment to buy 10 LEDs & battery

This has helped him to increase his customer base from 10 at the start to 25 now, his rental collections have also grown, now he is able to earn around 5000 per month out of this business

Today he is considered as a successful businessman in his locality
!!!