

ISBN: 9798691959554

## CHAPTER THIRTY ONE

### A Study on Gayatri Engineering Construction & Consultancy

Dr. Prasanta Kumar Mohanty

Centurion University of Technology and Management, Odisha

Unlike typical educated Odias who are job seekers, Mr. Pradipta Panigrahi, the first generation entrepreneur, is an exception. The 1973 born Physics graduate and a post-graduate in Business Administration treaded a different path. Immediately after his MBA in 1994, he started Gayatri Engineering Construction and Consultancy (P) Ltd, popularly known as Gayatri Solar. It earned the reputation of being the leading solar energy entity in the state of Odisha after two decades of hard work. Pradipta considers himself fortunate to get the unstinted inspiration of his wife and mentorship of his father and brother, the last two being the Chairman and Managing Director of the Company respectively.

#### Why Solar Energy Business?

As a student, Pradipta was fascinated by the Solar cooker in his home, way back in 1984. Considering his environmental sensitivity, understanding of the science and market potential of solar energy, and entrepreneurial ambition, it was logical for him to enter into solar thermal and photovoltaic business. Thus, Gayatri Solar was born. Now the “organisation is pan-Indian with leading position in Odisha” says Pradipta proudly.

#### Challenges faced

For Pradipta, the key challenge was acquiring finance for the enterprise and creating an enabling environment for his business. From the beginning he worked hard to increase customer base and market share. Within two decades of work in green energy & environmental sector, he has built competence in technical, organisational and human issues affecting the business, i.e. Energy Conservation, Solar Energy and Climate Change.

Taking advantage of his competence and opportunities in the market, in 2007 he started a new entity, G-ON Energy Controls to work on green energy system and energy efficiency. The organisation is actively working in the broad area of energy efficiency, clean energy and new generation of energy technologies for domestic, commercial, agricultural and industrial applications. With the company’s vision; “to combat global warming” through energy efficiency & Clean Development Mechanism (CDM), it is involved in creating awareness and promotion of green technology to reduce carbon dioxide emission to the environment. It is associated with Bureau of Energy Efficiency (BEE), Govt. of India; Dept. of Energy, Govt. of Odisha and Orissa Small Industry Corporation Ltd (OSIC), Govt. of Odisha. The company deals with diversified products and services.

#### Products

- LED lighting system(indoor & outdoor)
- LED traffic signal
- LED street light
- Green building material
- Water free urinals
- Day light harvesting system

#### Services

- Energy management
- Energy audit
- Lighting study
- Green building design consultancy & turnkey projects
- Promoting the concept of re-location of trees.

With an initial personal investment of Rs. 40 lakhs, the company got financial assistance from Oriental Bank of Commerce and Bank of Baroda. G-ON’s close working with prominent players in the industry such as BEL, BHEL, Goldwyn, Bajaj, Wipro, VIN, Honeywell, etc. has resulted in its present turnover of about Rs. 20 crore with annual growth of 20-30%.

#### Learnings