

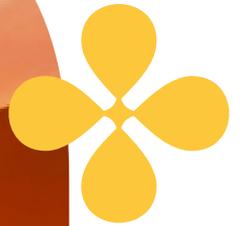


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WATT MATTERS 2025

WEEKLY MEMBER SPOTLIGHTS



SNL ENERGY SOLUTIONS

📍 MANIPUR

📅 EST. 2018

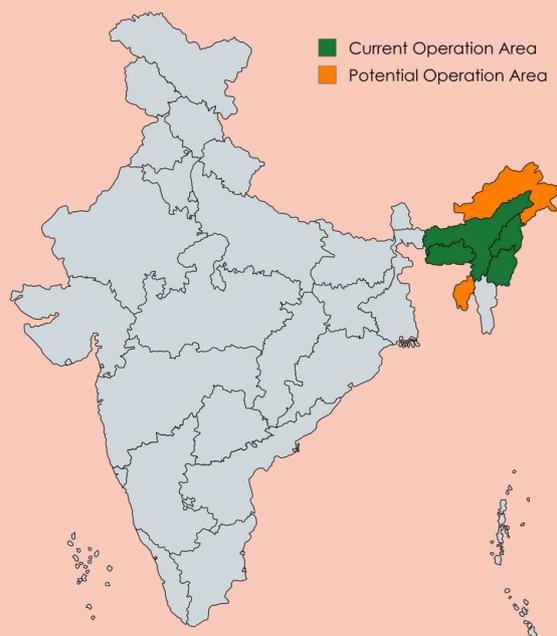
⚙️ SOLAR SOLUTIONS

ABOUT

“ In 2018, Seth Moirangthem from Manipur came across an advertisement in the newspaper about SELCO Foundation's DRE initiative. Seizing the opportunity, he applied and was selected, leading him to Bangalore to undergo training at SELCO's incubation center. There, he gained crucial insights into decentralized renewable energy (DRE), which would ultimately lead him to establish SNL Energy Solutions—a company committed to enhancing energy access and livelihoods in underserved regions of Northeast India.

Based in Thoubal, Manipur, SNL Energy Solutions operates across Manipur, Nagaland, Meghalaya, and Assam, focusing on connecting solar energy directly to livelihood-enhancing equipment in rural communities. The company addresses critical challenges such as the lack of electricity, unreliable healthcare infrastructure, and limited access to productive-use technologies.

Current Markets	Potential Markets
Manipur, Nagaland, Meghalaya, Assam	Arunachal Pradesh, Tripura



Map. Current and Potential Markets

TECHNOLOGY & SERVICES

SNL Energy Solutions specializes in integrating solar energy with productive-use equipment, offering customized solutions tailored to diverse livelihood needs and regional energy demands. This includes:

- **Solar Home Lighting Systems:** Systems that provide lighting for households, enabling longer hours for work, study, and household activities. Over 600 systems installed.
- **Livelihood Workspaces:** SNL has solarized over 30 rural livelihood workspaces by installing solar-powered lights, fans, and essential appliances, improving productivity and extending operational hours.
- **Electric Looms:** Looms powered by solar energy used by weavers in areas with limited or no grid access. Over 50 looms have been solarised to date.
- **Electric Sewing Machines:** Sewing machines powered by solar systems to support tailoring activities in rural and off-grid communities. More than 300 machines have been solarised.
- **Water Heaters:** Solar water heating systems supporting domestic and small-scale productive needs. Over 70 units have been solarised.
- **DC Refrigerators:** Solar-powered refrigeration units used for storing perishable goods and vaccines. More than 20 fridges have been solarised.
- **Incubators:** Solar-powered incubators supporting poultry and hatchery operations by enabling egg incubation and chick rearing. Over 10 have been solarised.
- **Poultry and Farm Lighting:** Solar lighting systems used in poultry sheds and farms to extend operational hours and enhance safety and productivity. More than 20 such setups have been solarised.
- **Pottery Wheels:** Motorised pottery wheels powered by solar energy, enabling potters to enhance productivity and reduce manual labor. Over 20 wheels have been solarised.

SNL offers biannual **Annual Maintenance Contracts (AMC)**, with servicing conducted every six months to ensure the long-term performance of installed systems. The company also provides tiered product warranties—2 years for inverters, 5 years for batteries, and 15 years for solar panels—demonstrating its commitment to reliability and customer support. By integrating robust after-sales service with durable technology, SNL ensures sustained system functionality and enhances user confidence.



Technology Name	Numbers Deployed
Solar Home Lighting Systems	600+
Livelihood Workspaces	30+
Electric Looms	50+
Electric Sewing Machines	300+
Water Heaters	70+
DC Refrigerators	20+
Incubators	10+
Poultry and Farm Lighting	20+
Pottery Wheels	20+

Table. Technology Deployed

MARKETS

* Market Segments

SNL Energy Solutions adopts a hybrid distribution model, catering to a diverse range of customers through three key segments:

- **Business-to-Business (B2B)** – 70%: SNL partners with self-help groups (SHGs), non-governmental organizations (NGOs), and livelihood collectives to deploy solar-powered equipment at scale.
- **Business-to-Consumer (B2C)** – 20%: SNL sells directly to individual entrepreneurs, artisans, and rural households who require solar-powered tools and systems for their daily livelihood and energy needs.
- **Business-to-Government (B2G)** – 10%: SNL works with government agencies on public sector initiatives such as rural health center electrification, skill-building programs, and renewable energy pilots.

This blended customer approach allows SNL to achieve both scale and deep community-level engagement, tailoring solutions to diverse user needs while maintaining operational flexibility.

* Business and Payment Models

SNL Energy Solutions employs a variety of business and finance models:

- **Full Payment Upfront:** Primarily for direct customers, where payment is made in full at the time of purchase.
- **Bank Loans:**
 - Canara Bank and Central Bank of India offer loans at around 12% interest per annum.
 - North East Small Finance Banks provide loans at approximately 18% interest per annum.
- **Partnerships with Microfinance Institutions:**
 - Collaborations with organizations like SEVA (Self-Employed Women's Association) and PRDA (People's Resource Development Association) enable access to microfinance for customers in underserved regions, typically at an interest rate of 18% per annum.
- **EMI with Zero Interest:**
 - Available for end-users with a proven track record, offering a maximum of 3 installments. However, this option is rare and only provided in select cases.

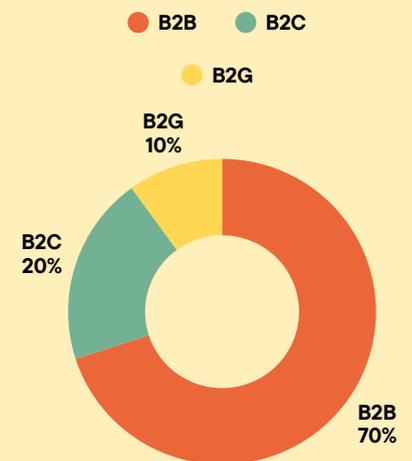


Chart. Business Segment Distribution

Due to ongoing political instability in the region, banks and other financial institutions remain hesitant to disburse loans at present. This has created challenges in accessing necessary funding for many individuals and enterprises looking to adopt solar energy solutions.

IMPACT

SNL has created significant socio-economic and environmental impact in Northeast India:

- **Units Deployed:** Over 1,200 solar-powered livelihood and lighting systems installed.
- **Income Growth:** Users of solar-connected tools report an average increase in income of ₹3,000 to ₹6,000 per month.
- **Job Creation:** More than 700 jobs created directly and indirectly—particularly in clean energy deployment, tailoring, weaving, and food processing.
- **Social Empowerment:**
 - Children benefit from better lighting for evening study.
 - Women-led enterprises operate longer hours, enhancing household income and autonomy.
- **Sustainability:** Solar energy replaces diesel and kerosene, especially in ecologically sensitive zones like Loktak Lake, supporting sustainable tourism and environmental protection.
- **Healthcare and Public Services:** Provided Rural health centers with 24/7 solar power, improving care delivery.



Way Forward

Seth envisions a future where decentralized renewable energy (DRE) becomes a standard feature in every household across India. He aspires for DRE to be integrated into the construction process of homes, driven by policy reforms that make solar energy an essential part of new developments. For Seth, the true power of DRE lies in its ability to transform rural and remote communities, offering not just electricity but sustainable opportunities that foster self-reliance and economic empowerment.



Alignment with SDG Goals



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