



# Miller Center

for Social Entrepreneurship

**Name of social enterprise:** Oorja Development Solutions India Private Limited

**Mission statement:** Oorja provides integrated energy solutions to replace diesel engines used along the agricultural value chain.

**Webpage:** <https://www.oorjasolutions.org/>

**GSBI 2017 business plan presentation:** <https://www.youtube.com/watch?v=HpTd9wRE4vY>

**Headquarters:** Delhi, India

**Location of research:** India, or perhaps through remote engagement

**Regardless of the pandemic, the fellowship will run in 2021.** We have designed 2021 action research projects to be conducted via remote engagement (e.g., via Zoom) without the immersive component of travel to the field. All applicants should enter and proceed through the application process with the assumption that no international field placements are currently planned. For more information, please attend a GSBF info session.

**Background:** As Oorja continues to scale, it anticipates applying for its next round of impact investment at the end of 2021.

**The challenge:** Oorja has requested support preparing a portfolio of application materials, as outlined below, and assessment of its impact investment opportunities.

**Action research products needed:**

1. A refined and updated business model, with associated documentation such as cash flow evaluation and impact investor landscape analysis.
2. A review of Oorja's impact metrics dashboard and tracking system, with recommendations for refining these as the enterprise scales.
3. A review of Oorja's gender inclusion initiative, and recommendations for continuous improvement.

**Student skills needed:** Business model development, cross-cultural communication, financial analysis, social science research, writing.

**Keywords:** impact investment, climate resilience, climate smart agriculture, energy access, gender inclusion, business model innovation, financial model analysis, social impact analysis.