

# Amit Arokar's Vision for Empowerment and Sustainability: The Journey of ECE India Group

In 2010, driven by a vision of women's empowerment and local employment, Amit Arokar, Founder and Managing Director of ECE India Group Companies, embarked on his entrepreneurial journey in the small town of Amravati, central India. Initially focusing on innovative solar and road safety products, Arokar expanded the product line in 2012 to include solar traffic signal systems. By 2013, ECE India had entered the solar EPC segment and began offering consultancy services in solar energy.

In 2015, Arokar established ECE India Energies Pvt Ltd with his college friends, aiming to supply solar PV modules and inverters in the domestic market. Their dreams were realised in 2018 when the organisation inaugurated its first state-of-the-art manufacturing unit in Amravati with an initial capacity of 100 MW, the first of its kind in the Vidarbha region, proudly branded as "Desh Ka Panel ECE Solar Panel." To date, ECE has provided over 500 direct and 2000 indirect employment in Amravati and central India, with plans to increase direct employment to 1,000 by the end of FY 2024.

"Our main objective is to create a sustainable ecosystem for renewable energy resources. We are moving fast towards this goal of providing a sustainable solution for the earth's future through eternal solar energy," asserts Arokar.

ECE is moving at a very fast pace towards a turnover of Rs 1000 crore and will easily achieve this target by the year 2028. The company has targeted providing solar panels to 10 lakh residents through our ECP (ECE's Channel partners) by 2032. Currently, ECE has 165 channel partners across India. With this, by 2032, the company is committed to achieving the target of making 10,000 channel partners (ECE partners).



ECE Office

Over the past three years, ECE's EPC vertical has successfully installed approximately 6,700 solar homes, showcasing its commitment to sustainable energy solutions. In the last two years alone, it has deployed approximately 5,000 solar pumps, significantly enhancing agricultural productivity. Proudly ranked 10th in India for PV module supply and 5th in Maharashtra for residential projects, ECE continues to lead the way in green energy. Its "Vocal for Local" initiative underscores its dedication to supporting local industries and communities.

Among the ECE India group companies, ECE India Foundation's notable aspect is its unwavering commitment to women's



Amit Arokar, Founder and Managing Director of ECE India Group Companies

employment, with over 50% of its workforce being women. This commitment is not just a statistic but a testament to the company's dedication to social impact and its belief in the power of diversity and inclusion. It aligns with the company's broader objective of creating a sustainable ecosystem for renewable energy resources based on Indian values of sharing and growing together.

In addition to its business endeavors, ECE India Foundation, under Arokar's leadership, has initiated various social and environmental activities. The foundation focuses on employment, environment, shelter, education, and health. Notable initiatives include tree plantation, supporting orphaned and poor children, providing employment, and offering economic solutions to the needy. ECE Foundation's efforts aim to create a lasting impact on social and environmental well-being.

Arokar's entrepreneurial spirit was nurtured from a young age. Growing up in a middle-class family, his father encouraged his curiosity about electronic and electrical items. This early interest laid the foundation for his future endeavors. While studying engineering in Amravati, Arokar started a business selling batteries and inverters, gaining practical experience and a sense of responsibility towards community benefits.

Amit Arokar's journey from a small-town entrepreneur to a pioneer in the solar energy industry is a testament to the power of vision, resilience, and a commitment to social responsibility. Through ECE India, Arokar is driving innovation in renewable energy and significantly impacting local communities and the environment.

The company is taking a significant step forward with the development of an additional state-of-the-art 200 MW fully automated solar panel manufacturing facility, equipped with cutting-edge Mono Perc and Topcon technology. This advanced facility will enable the company to boost its production capacity and meet the growing demand for renewable energy solutions. In a major milestone, the company is also set to embark on an international export journey this year, shipping its high-quality solar panels to countries worldwide. Furthermore, ECE remains committed to driving innovation in the industry with ongoing research focused on increasing the efficiency of its panels.

For more information, please write to [info@eceindia.com](mailto:info@eceindia.com)

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