**ASSIGNMENT TAKEN:**

IT solution to SELCO for seamless information flow, analysis and presentation of data

**TITLE**: Business expansion of SELCO INDIA through IT solutions

**CASE UNDERSTANDING:**

SELCO is a rural service company who provides technological and financial support to the rural and poor sections of society with its headquarters in Bangalore, Karnataka, India. The company has installed over 450,000 so called expensive solar solutions for poor using various finance methods by SELCO. SELCO aims on tackling the problem of lack of the cost-efficient energy resources , it has helped many lives by providing pollution -free clean solar energy . Also, they provide door step service model centers expansion. SELCO India has successfully established its ground by promoting clean energy resources like solar power . It has continuously kept up with modest profits in last 8 years It has continuously kept up with modest profits in last 8 years with growth rates at annual average of 20%. Mr. Harish Hande ( co- founder) restructured the company , with the help of International Finance Corporation (IFC) subsidiary bank of World Bank , following initial financial difficulties , in 2008. He was able to seek new investors who were more aligned to company’s aim. India has diverse population across many geographical regions , in which approx. 40 crore low-income individuals are still not able to get advantage of sustainable energy sources.

The need is to focus on gaps and develop new strategies to expand business : Product line expansion , Sales network expansion, Energy service centers .

**BCS SOLUTION:**

Digitalisation has led to new opportunities and methods to grow business , for example- digital marketing , influencer marketing and what not.

Technologies like AI , ML, IoT has played major role in the rise of many companies . SELCO IT department will be prominent in making its roadmap to be India’s leading humanitarian brand by maintaining , monitoring and planning to advance sales, efficiency of output and growth through digital solutions.

IT department would analyse market and has to come up with solutions on which investors will have an agreement . Also, it will help educating people from rural backgrounds who might be unfamiliar with such sources.

**SOLUTION:**

* **PRODUCT LINE EXPANSION:**

Company can venture on products like –

* **Solar Air conditioners:** Solar AC’s.

**Benefit :** easily installable, reduce electricity costs.

* **Solar refrigerators:** It will solve problem of storage of foods, dairy or vaccine .

**Benefit**: prevent spoiling of these items in warm weather or due to power cut.

* **SOLAR AGRICULTURAL EQUIPMENTS: Solar Water pumps , Solar Tractors , Solar Greenhouse**

**Benefit:** Solar pumps need less power and cost effective. Solar tractors are eco-friendly as they produce no toxic fumes and operates on less than half budget of conventional one. **Solar Greenhouse can store energy for night time or during bad-weather .**

* **SALES NETWORK EXPANSION:**
* **SOCIAL MEDIA PLATFORMS:**

Using social media platform, they can promote products through digital marketing. They can also **provide virtual assistance by assigning virtual volunteers, tutors**, etc., providing jobs or internships opportunities. Those who are capable of helping needy people can helpthem through this.

* **Using analytical tools :**

Company can use AI and ML for creating more quality based products as this technology will make easier to **determine trends in markets from analysing supply requirements** **to the demand in market** . Analysts and scientists can create such ML technology to monitor all trends based on given data . Hence, we will be able to know more our targeted public , their needs, demands. AI can help us to anticipate any issue and up-dation would be easier. All these would help to maintain database and improvise as and when needed.

* **Internet of Things :**

IoT can be used to build and track Import and exports of products simultaneously across many delivery regions . All the data at production unit can also be **monitored , delivering insights into everything from the performance of machines to supply chain and logistics operations.**

* **Telecom:**

Establishing such departments will help us to easily connect to people over phone calls , through videos, texts , etc . Call centers can be used to get feedback , solve queries and provide assistance **. It enables easy broadcast of information and provides a centralised system with a central database** .

* **ENERGY SERVICE CENTERS EXPANSION :**

**These are solar powered energy centers in urban, semi-urban and tribal areas. These are co-operated communities build to aware , encourage and educate people .**

* **TO BRIDGE THE GAP BETWEEN COMMUNITY SPECIFIC WORKFORCE:**

Beside on-site operations ,operations within regional communities would be effective as:

* We can easily get workforce like workers and labours
* Concept of Network marketing can be used
* Highly economical

For this , company can collaborate with **Start-Ups , NGOs, schools , Gov. ANGANVADI centers** and **health organisations**  to aware and educate people by conducting workshops or campaigning . Necessary training on technical or mechanical work can be given .

* **DEVELOPMENT of Apps :**

Since products are solar energy based , company can develop some apps to monitor their functions with a customize account for consumers, **billing apps can be used to track finance** or payment issues with the ease to use any languages to cope language barrier.

* **GPS TRACKERS AND ERP :**

GPS tracking system can be installed to ensure accurate and safe deliveries of products by keeping schedule of when and where to deliver goods.

Enterprise Resource Planning manages and integrates all business processes into a single system including free-flow of communication and real-time data.

* **CRM AND MIS :**

Customer Relationship Management software is best for sales department . With enabled AI CRM , one can use ML to examine data around each sale and leverage digital assistants to handle inquiries.

Management Information System tells us about operational efficiency, enables to keep track of customer activities, preferences, report sales and competitive area in business.

**CONCLUSION:**

IT department will have to promote the vision and mission of the company by developing digital solutions to ensure transparency, openness and efficiency to encourage more investments in the company . Consumers are rural poor people who may or may not be aware of such products . With the use of Digital technology, it becomes easier to reach out people , we can also provide necessary training . IT department will ensure secure flow of data and analysing trends using predictive analysis.