

Evergreen Solar Sales & Services: From Struggle to Sustainable Success

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As India accelerates toward clean and sustainable energy, solar power has emerged as a critical solution to rising electricity costs, irregular supply, and environmental concerns. At the forefront of this green revolution in Latur is **Evergreen Solar Sales & Services**, a firm dedicated to delivering high-quality solar solutions to households, businesses, and farmers. Behind its success is a remarkable story of struggle, perseverance, and determination—led by **Director Swagati Prashant Mahajan**.

Humble Beginnings

Evergreen Solar Sales & Services was founded on **8 September 2024** at Shop No. 25, Kadba Bazaar, Kanheri Chowk, Latur. Without major financial backing or prior business experience, the venture began solely on confidence, hard work, and a strong belief in the potential of solar energy. On its very first day, the firm received orders for **five solar systems**, a response that motivated the team and confirmed they were on the right track.

Overcoming Early Challenges

Initially, many customers were skeptical about solar energy, questioning costs, performance in rainy seasons, maintenance, and efficiency. Evergreen Solar focused not just on sales, but on educating clients in clear, understandable terms. By explaining technical details and benefits, the firm steadily built trust and established a reputation for honesty and reliability.

Commitment to Quality and Service

Evergreen Solar is recognized for its commitment to **quality work and post-installation responsibility**. Beyond installation, the firm ensures timely maintenance, technical support, and customer care. Satisfied clients have become brand ambassadors, referring new customers and helping the firm grow. Today, not a single day goes by without work, a testament to the trust Evergreen Solar has earned.

Leadership and Vision

Swagati Prashant Mahajan has been instrumental in planning, operations, client coordination, and strategic decision-making. Under her leadership, the woman-led firm has become a source of inspiration for aspiring entrepreneurs. She has balanced family responsibilities while building a thriving business, demonstrating resilience and vision in a competitive industry.

Current Operations and Impact

Evergreen Solar installs **3 kW, 5 kW, and 10 kW solar systems** for homes, commercial setups, and farms. These installations have reduced electricity bills significantly and empowered clients with energy independence. Additionally,

the business provides **direct employment to 8–10 individuals**, supporting families and creating livelihood opportunities in the local community.

A Vision for the Future

Swagati Mahajan emphasizes that the true reward is not financial profit alone, but the satisfaction of work and contribution to society. Evergreen Solar aims to expand access to solar energy, generate employment for youth, and actively participate in India's clean energy movement.

The journey of **Evergreen Solar Sales & Services** is a story of trust, perseverance, and responsible entrepreneurship. Swagati Prashant Mahajan continues to inspire by proving that with determination, honesty, and a vision for sustainable development, businesses can not only succeed but also positively impact society.

Selected for Maharashtra's Prestigious Awards

Recognizing her dedication and achievements, she has been selected for the prestigious "**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**" awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

The selection marks a proud moment not only for her, but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers, and creative talents.

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