



AQ

# Abellon Quarterly

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## Abellon's Maiden Solar Power Project in Gujarat



Diligence is the greatest of teachers !

Dear Readers,

*The first quarter of 2012 proved to be a hard-test of the vigor and perseverance of Team Abellon, which raced against time to successfully complete and commission some of its ambitious projects.*

*28th January 2012 was a remarkable day in the history of Abellon when we commissioned our maiden solar power plant - marking the first step towards extending the company's clean energy portfolio. Covering an area of 17.5 acres, the project holds the capacity to power about 4500-5000 rural households, and reduce CO2 emission to the tune of 1,00,000 tonnes over the next 25 years.*

*15th February was another historic day, when the hard work of Team Abellon paid off once again with the inauguration of a highly efficient pellets manufacturing unit at Vitthalapra, Gujarat. The largest and first of its kind in Asia, the facility can handle diverse kinds of biomass, with a processing capacity of 70,000 tonnes of biomass/annum. A combination of the ancient Indian principles of Vastu and contemporary design, the facility is equipped to manage efficient and easy movement of men and materials and will help reduce over 100000 tonnes of CO2 per annum.*

*Many more such milestones are lined up for the forthcoming quarters including collective/OTC power trading deals, commissioning of our biopower plant, biomass collection, energy plantation on wastelands, large scale promotion of our eco-friendly cookstove - Eco-Chulha, as well as launch of organic plant and soil health solutions. All these initiatives together ensure that Abellon is moving with speed and precision on its journey of enabling the creation of a more equitable and sustainable society through the Mantra of Triple-Bottom-Line Development.*

Thank You  
Editorial Team - AQ

## HIGHLIGHTS

Commissioning of maiden  
3MW Solar Power Project

Successful Commissioning of  
Solid Biofuels Manufacturing  
Facility

Abellon @ World Future  
Energy Summit, Abu Dhabi

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**Abellon Quarterly**



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## Commissioning of maiden 3MW Solar Power Project

Abellon made its foray into the highly exciting and promising solar energy space with the commissioning of its maiden 3MW solar power project in Sabarkantha district, Gujarat.

Covering an area of 17.5 acres, the project has the capacity to power an equivalent of 4500-5000 households and CO<sub>2</sub> emission reduction potential of approx. 100000 tonnes over next 25 years.

The completion of this project marks the achievement of one more important milestone in the company's effort to offer a comprehensive package of cleantech solutions towards its quest for a clean & green future.

We take this opportunity to congratulate all our team members who played a crucial role in implementation of both projects.

BUSINESS MILESTONES



Commissioning of Solar Power Project



## Successful Commissioning of Solid Biofuels Manufacturing Facility



*Our bopellets manufacturing facility located at Vitthalapara*

coal and lignite and effectively leading to CO<sub>2</sub> emission reduction of over 100000 tonnes/annum.

Abellon has successfully commissioned its state of the art solid biofuel manufacturing facility in Vitthalapara, Gujarat. This facility is the largest and first of its kind in Asia, with the capability to handle diverse kinds of biomass, and capacity to process 75,000 tons of biomass/annum. The plant covers 7.5 acres of land.

In keeping with Abellon's commitment to clean energy, and sustainable decentralized waste to value model, the facility would utilize agricultural residue collected from villages within a 50km radius, in the process replacing fossil fuel such as

## Seminar on Plant Genetics & Breeding at Xcelris Genomics

A seminar on Genomics in Plant Genetics and Breeding was organized and sponsored by Xcelris Genomics in Ahmedabad on 18th February 2012. Mr. Aditya Handa, MD & CEO Abellon Group inaugurated the conference in the gracious presence of Chief Guest Dr. Nagendra Kumar Singh, National Professor, NRCPB, New Delhi and Mr. Pankaj Patel, President of Abellon CleanEnergy. Dr N K Singh was recognized as 'Scientist of the Year 2011' for his outstanding contribution to research on Pigeon Pea Genomics by Mr Aditya Handa.



*Felicitation of the speakers*

Eminent speakers including Dr. N.K.Singh, Dr. Surendra Chikara, Mr. Syed Arshi, Dr. Vinay Kumar and Dr. Sanjay Shahi presented their views on structural and functional genomics for improvement of crops like Pigeon pea, Rice, Tomato, etc. The advancement in transcriptomics & miRNA in model and non-model plants was also discussed.

The seminar concluded with a vote of thanks to all eminent speakers and the participants.

## Visit of Delegates from British Trade Commission

A two-member delegation from the British Trade Commission, UK and India, was in Ahmedabad in March, as part of a country wide interaction with leading corporates, with the objective of inviting investments into the UK, and exploring opportunities for collaboration between India-UK organizations especially in the areas of Technology and Research.

Clean energy is a key thrust area for both countries, and Abellon was one of the companies in Ahmedabad that the team visited. The discussions were promising, and the teams have identified areas of information sharing and collaboration, which would be taken further in due course.

## Abellon @ World Future Energy Summit, Abu Dhabi

Abellon was invited to exhibit at the annual World Future Energy Summit (WFES) at Abu Dhabi, UAE during 16th to 19th January '12. The company was recommended as one of the participants representing the Indian renewable energy space, by IREDA, Government of India.

The summit was a grand event with over 500 exhibitors globally and thousands of participants. The opening ceremony was power packed with the presence of dignitaries such as Mr. Ban Ki-Mon, Secretary General UN, Premier of China, Prime Minister of Korea, Dr. Farooq Abdullah, Dr. R.K. Pachori, the CEO of Masdar, H.E. the Crown Prince of UAE, and many more.



*Interaction with delegates*

Abellon had the opportunity to showcase its ongoing projects & plans in India, Africa, and Canada along with initiations in the agro-forestry and organic fertilizer verticals. Abellon was also invited to participate in a round-table discussion from Food and Agriculture Organization (FAO) to show-case its approach in bioenergy (that does not conflict with food vs. fuel) and how it relates to "energy-smart" food. The event gave us an opportunity to network with various organizations, explore areas of collaboration, and create a positive image for Abellon at a global platform.

## Presenting at RENERGY 2012, Tamil Nadu

RENERGY 2012 was an International Conference and Expo on Renewable Energy organized in Tamil Nadu, by the Tamil Nadu Energy Development Agency (TEDA) in March 2012 aimed at helping the state and country become more attractive to RE investors and entrepreneurs. The conference sought to bring together policy makers and professionals, to analyze critical pain-points for the primary RE sectors.

The conference featured expert speakers from all over India who shared their insights and perspectives on accelerating the adoption of RE in India. A senior team member of Abellon was invited as a speaker to represent the bio-energy sector at the conference. He shared his insights on the significance of organized energy plantation for enhancing sustainability of biomass-based energy generation.

## Abellon Agrisciences @ "Krishi Mela"



*Interaction with farmers*

The Gujarat State Government and Agriculture Technology Management Agency (ATMA) together organized "Krishi Mela" (Farmers Meet) at Deesa (15th March) and Surendranagar (16th-17th March). The aim of the event was to provide guidance to farmers on proven agronomy practices such as high-tech agriculture, green house, drip irrigation, farm mechanization & organic farming, to name a few.

Abellon exhibited in the event to introduce its organic plant nutrition and soil enhancement offerings including "Swarnim" - organic manure, applicable for large-scale agricultural requirements and "Sampoorna" - specially pelleted organic plant nutrient, suitable for growing various crops. While both products are new players in the market, they carry an enormous potential to contribute towards global sustainable agricultural development. More than 3000 farmers visited our stand, received product information, and many of them also ordered for the upcoming season. The event provided us with a unique opportunity to reach farmers individually, share the benefits of our products and establish a presence in their mind space.

## Poornakumbha Ratri Sabha Series



Farmers and village members attending Ratri Sabha

Starting from 6th February 2012, Poornakumbha has begun a series of Ratri Sabhas (Night Meets) for farmers across Khas and Vithlapara districts in Gujarat.

Under the program, agricultural experts interact with farmers and educate them on best agronomy practices, market linkages, and income generation opportunities possible from agricultural waste such as cotton stalk. Meeting in the night time is specifically useful to the farmers as it is peak cotton harvesting season in these regions and farmers are unable to spare time during the day.

The Ratri Sabhas are an excellent platform to involve farmers and rural communities in Poornakumbha's current and upcoming initiatives. Over ----- have been covered across ----- villages between Feb-March 2012.

## Fire Safety Training

A Training on Fire & Safety was organized on 20th March, 2012 with the joint Contribution of Botad Fire Station & Mr. M .K Shama ( Trainer- Ex. Navy & Safety Officer ) at the Poornakumbha Samadhyala Collection center ( Khas Zone).

The participants were Hub Coordinators & Security Officers of Khas Zone; the purpose of the training was to help build an understanding of prevention measures and team members' roles during fire emergencies.

The session covered types of fires and steps to be taken during the fire emergencies. Botad Fire station officer Shri Jayrajbhai also gave a practical understanding of the vital role and usage of fire safety equipment.



Poornakumbha team members attending the training session

## Poornakumbha at "Gram Dosti"

On 25th February, Poornakumbha exhibited at "Gram Dosti", an event organized by Vivekanand Research and Training Institute (VRTI) at Momai Mora, Mandavi, Kutch.

Poornakumbha participated in the event, with the objective of introducing and promoting its contract farming model, to the farmers community. Over 4000 regional farmers visited our stand and interacted with us to know about the Poornakumbha model and our activities.

The event was organized to mark the successful completion of VRTI's water management initiative, under which it prepared check dams on river Rukmavati. These dams have helped in converting the arid zone into a "Green Belt", covering 46 villages and enabling farmers to cultivate various food crops. VRTI is an organization working to promote sustainable rural development, with community participation in its initiatives.



Poornakumbha team members interacting with visitors

## Book Review

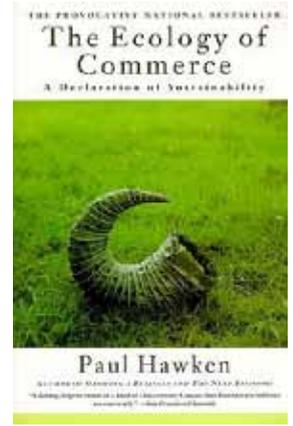
### The Ecology of Commerce, by Paul Hawken

Over seventeen years after its first publication, Paul Hawken's "The Ecology of Commerce" is a book that remains thought provoking and relevant. Hawken's impassioned argument is that business is both the single largest cause of environmental ravages, and, at the same time, holds the most potential for solving our sustainability problems.

Given the magnitude of the global ecological crisis we face today, businesses have no choice but to dedicate themselves to creating a restorative economy, which means rethinking the fundamental purpose of business, according to Hawken. "The promise of business," he writes, "is to increase the general well-being of humankind through service, a creative invention and ethical philosophy."

According to Hawken, business has three basic issues to face: what it takes, what it makes, and what it wastes, namely, the exploitation of natural resources; the excessive amounts of toxins and pollutants produced and the excessive energy consumed; and the extraordinary wastes generated. What is needed is a system of commerce based on fundamental ecological principles, where all waste has value and is reclaimed, reused, or recycled, and the primary energy source is not carbon but hydrogen and the sun.

Hawken believes that "no other institution in the modern world is powerful enough to foster the necessary changes." What is needed to support this decision making are not new government bureaucracies or legislative mandates but incentives that will redefine the basis on which companies make decisions, supporting them in making the shift from short-sighted commercial gain to long-term ecological and commercial sustainability.



## Movie Review - Koyaanisqatsi, by Godfrey Reggio



*The Hopi word koyaanisqatsi means "crazy life, life in turmoil, life disintegrating, life out of balance, or a state of life that calls for another way of living." Godfrey Reggio's film, made over the course of seven years, is a wordless commentary about a world rapidly spinning out of control.*

*"Koyaanisqatsi" features only images and music. Throughout the movie, the audience is bombarded with a sledgehammer of visuals and sound that starts with celebrating the marvelous construct of nature and takes us through the path of destruction and mayhem that is brought on by the presence of humanity. The film opens with scenes of the American southwest, capturing the sheer magnificence and hugeness of the area: deep chasms, enormous rocks on vast*

*plains, very little vegetation and no sign of humanity. This is followed by shots of Niagara Falls and other troubled waters. There is an increasingly ominous tone to the music as sees the first signs of human presence: machines, pipelines, power lines in the landscape. Nuclear explosions produce mushroom clouds over the desert.*

*People are seen, sunbathing on a beach in the shadow of an enormous factory. The natural world soon disappears altogether, replaced by long shots of packed highways, which look like rivers of erratic light. The music is simultaneously controlled and hectic. The central segment of the film, set to a Philip Glass piece called "The Grid," is a sped-up footage of people traveling to and working at their jobs, mostly assembly-line factory work. The music has a relentlessly steady pulse, and grows subtly more complicated as it proceeds. The footage also increases in intensity, giving the impression of motion that has reached the physical limits of velocity.*

*Just as everything seems about to explode in a frenzy, the images and the music stop, replaced by slow-motion footage of people who seem displaced, derelict; the music also grows much slower and simpler. The movie ends with an astonishing, unbroken tracking shot of a rocket that explodes in mid-air shortly after liftoff. For several long minutes, the camera follows a piece of burning wreckage so steadily that it appears not to be falling at all, merely spinning in space.*