



# DEVENDRA SINGH

## INVESTING IN THE FUTURE BY TRANSITIONING TO CLEAN ENERGY

**S**ustainability and solving the energy crisis is one of the most essential undertakings of the 21st century. The deployment of renewable energy in India is necessary for the advancement of economic development, improvement of access to energy, and mitigation of climate change. With the mission to make the Earth cleanest, Devendra Singh (COO, Juniper Green Energy) has been developing Greenfield projects and producing & operating renewable energy power, the most viable solution to prevent environmental degradation.

As one of the founding members of Juniper Green Energy (an independent renewable energy power producer and operator of solar, wind, and hybrid power projects), with a passion for translating project visions into tangible results, Devendra has been successfully executing and delivering numerous renewable energy projects. Under his strategic leadership, the company has achieved a substantial portfolio of 1 GW of renewable energy assets in a relatively short span of time. His expertise in build, development and implementation of large-scale renewable energy from scratch, EPC, project management, operation management, and project delivery has been crucial in navigating the complex landscape of the renewable energy sector. Beyond his technical prowess, Devendra is deeply committed to sustainability and social responsibility. He firmly believes in aligning business goals with the United Nations Sustainable Development Goals and actively contributes to the betterment of communities.

As a business leader, Devendra has always been motivated by the delivery of projects, teamwork, and being able to draw a connection between his efforts and the organization's bottom line, the gratification of overcoming an obstacle has been his greatest motivator.

Let's hear it from him.

**Define Juniper Green Energy as an organization.** Juniper Green Energy is a solar, wind, and hybrid power project developer and operator with extensive expertise in designing, creating, and developing renewable energy assets. Over the years, the organization has evolved and established itself as a prominent independent renewable energy power producer and operator, having achieved a significant

milestone by crossing 1.2 GW of renewable energy capacity. We currently have a dedicated team of more than 200 people with in-house capability of project management, design, engineering, procurement, and construction and operation of our projects/plants. Our conservative approach in this volatile market has seen the company in good stead with an operational portfolio of over 800 MW and an additional 435 MW under development. Our organisation is in a very good place, and operational excellence is a particularly strong point of the business. This is a fast-moving sector in a fast-moving world, and there's a lot of volatility and changes to adapt to.

### Tell us about your leadership approach.

As a leader, I believe in adopting a flexible and adaptive approach that combines elements of charismatic, democratic, and transformational leadership styles. I recognize that different situations and team dynamics call for varied leadership strategies, and my aim is to leverage the strengths of each style to achieve the best outcomes for my team and the organization.

Charismatic leadership allows me to motivate and energize my team by creating a positive and inspiring work environment. By being approachable and maintaining an drawing enthusiasm, I strive to instill a sense of purpose and shared vision within the team. At the same time, I value democratic leadership, which involves encouraging and embracing input from team members in decision-making processes. In creative work environments, I recognize the importance of empowering my team to contribute their unique perspectives and ideas. Additionally, I embrace transformational leadership to drive engagement, confidence, and accountability among team members. By inspiring them to excel and take ownership of their roles, we can collectively achieve our goals.

### Tell us about the sustainable practices that Juniper Green Energy has adopted in its operations and the company's visions toward a sustainable future.

We play an important role in developing the future of sustainable energy as an Independent Power Producer (IPP) focusing on solar power and renewable energy. One of the important sustainable methods adopted by us is the creation of green energy from endless sources that do not emit carbon or hurt the environment. Our focus is on contributing to a low-carbon economy, making significant strides in reducing greenhouse gas emissions, and conserving valuable resources through our renewable energy projects and initiatives. Our dedication to green energy has yielded impressive

results, leading to the avoidance of 1.2 million metric tons of CO2 emissions per year. Moreover, our sustainable practices have allowed us to save over 120 million litres of water annually. For example, we've been using robotic cleaning solutions for solar modules at plants with good results. They're easy to use, economical and most importantly, help us save 120 million litres of water annually, thus making our operations sustainable. Deploying these robots has had a positive impact on our operations, besides shrinking the cleaning cycle.

Our commitment to sustainability extends beyond environmental considerations. Through our projects, we have had the privilege of creating over a thousand local jobs, contributing to the socio-economic development of the regions where we operate. Empowering local communities and fostering economic growth are key aspects of our vision for a sustainable and equitable future. We believe that by combining innovation, technology, and sustainable practices, we can pave the way toward a brighter and more sustainable future.

### What would be your advice for budding industry leaders?

Renewable projects have a long-lasting impact on the society in which they are established. Always develop projects that ensure a positive impact on the local community.

In this industry, there is a shortage of skilled manpower. Invest in the skilling of manpower which in turn would not only provide employment to the local communities but also help in the up skilling of existing employees.

Land availability is another constraint to achieving its green energy supply goals. Also, 600 hectares of land require to develop 300 MW solar project. Instead, I can see that going forward, such large-scale installations will be balanced out with sites of the same capacity but spread across different locations "on a smaller scale where land may be available.

Adopt new age technology for drone diagnostic tools for monitoring, planning of construction, operation and maintenance and AI for real-time monitoring and optimisation. Go green with Agrivoltaics, and use of land for both solar power and agriculture, is also one of the new concepts under current consideration.

Sustainability is a guiding light within the company, we should work towards with commitment to a cleaner, more sustainable world. As a budding entrepreneur, I've absorbed the above vital lessons from outstanding leaders that have moulded our company strategy. Putting these essential lessons to use, you may set yourself up for a successful and influential business journey. [GEO](#)

### DEVENDRA SINGH COO JUNIPER GREEN ENERGY

With over 25 years of invaluable experience in business management, EPC project management, construction and operation, Devendra is playing a pivotal role in the remarkable growth and success of Juniper Green Energy. My career has been a great learning experience. What I am today is the culmination of every role with a mindset of continuous learning, a hands-on-the-deck approach and having a great team with a 'make-it-happen' attitude.

- **Awards & Recognition:**  
 Business Excellence Award 2021,  
 EQ Magazine



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IS PROUD TO PRESENT

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COO, JUNIPER GREEN ENERGY

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*Sujith Vasudevan*  
**Sujith Vasudevan**  
Managing Editor