

# ENERGIFY INDIA!

*A comprehensive guide  
for Industries to skyrocket  
their profits through energy  
correction, generation and  
conservation*



**RAJESWER NAIDU  
SWARNA LAKSHMI**



The book “Energify India”, authored by Mr. Rajeswer Naidu, is a compilation of his 27 years of professional experience in the field of power correction energy management and the business itself.

Most industrialists (and entrepreneurs) are busy making money and busy solving their problems—problems that are obvious. They keep filling their pockets without realizing that there is a big hole in it.

Unfortunately, many of them are not technically sound enough to understand their electrical systems. At times, their electrical systems drain away their profits. Yes, in most cases, it does drain away the profits!

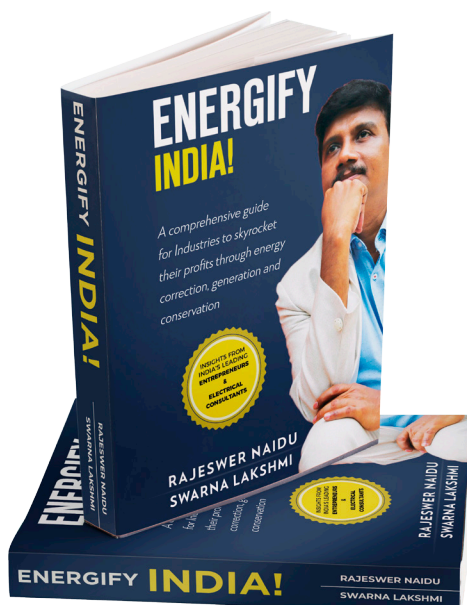
This book is meant for business people. It is packed with knowledge and ideas that will empower them

- To enhance their profits;
- To understand the challenges in electrical systems;
- To implement solutions to solve the problems; and
- To identify a probable new business opportunity.

The book can actually Electrify Your Business!



We will make electricity so cheap that only the rich will burn candles—Thomas A. Edison



## IN THIS BOOK, YOU'LL DISCOVER...

- How to make more profits with little tweaks in your business;
- The hidden holes in your pocket that drain away your money;
- The merits and demerits of decisions taken by your technical team;
- How to empower your technical team to earn profits for you;
- The new ideas that you may use to create a new vertical of business; and
- The valuable inputs from successful entrepreneurs and leading who can add electrical consultants great value to your business.



Co-Author

**SWARNA LAKSHMI**

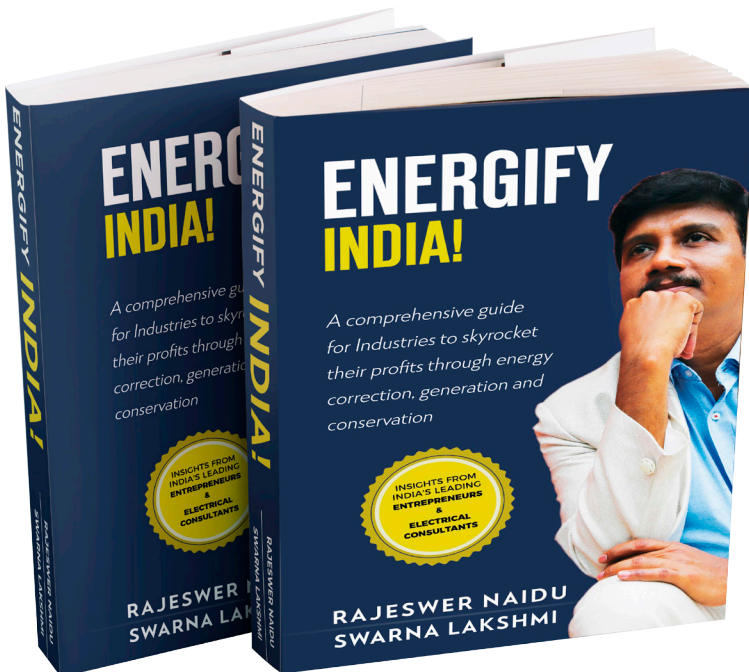


## IN THIS BOOK, YOU'LL LEARN:

- The hidden problems that are currently draining away your profits;
- The sources of all your electrical problems in detail;
- The multiple solutions to choose from (that suits your business);
- How to guide your technical team, even if you are not an engineer;
- The probable business opportunity (a new vertical that you may consider);
- The inputs from successful entrepreneurs from India;
- The insights from leading electrical consultants across India; and
- All of the above in an easy-to-understand manner, without much technical jargon, in other words, in a layman's language.



Energy is liberated matter, matter is energy waiting to happen—Bill Bryson



## AUTHOR BIO

The author, Mr. Rajeswer Naidu, is a first-generation entrepreneur, having vast experience in the field of electricity & electronics. He started his business in 1996 in Goa. His mission is to aid industries, hospitals, hotels, institutions, and bungalow owners with customized solutions to increase their profits by avoiding breakdowns, by reducing down-time, and by increasing their productivity.

He is a quick learner and a multitalented person.

In 2006, he authored a book on Internet Marketing (today we call it Digital Marketing), which has helped many entrepreneurs to break their boundaries and take their businesses online.

He is the editor-in-chief of the blog site “WePowerUpIndia.com” that hosts valuable inputs from successful people from various fields of business. This is a platform provided for students and beginners to learn from seasoned entrepreneurs, architects, and consultants from respective fields of their choice.

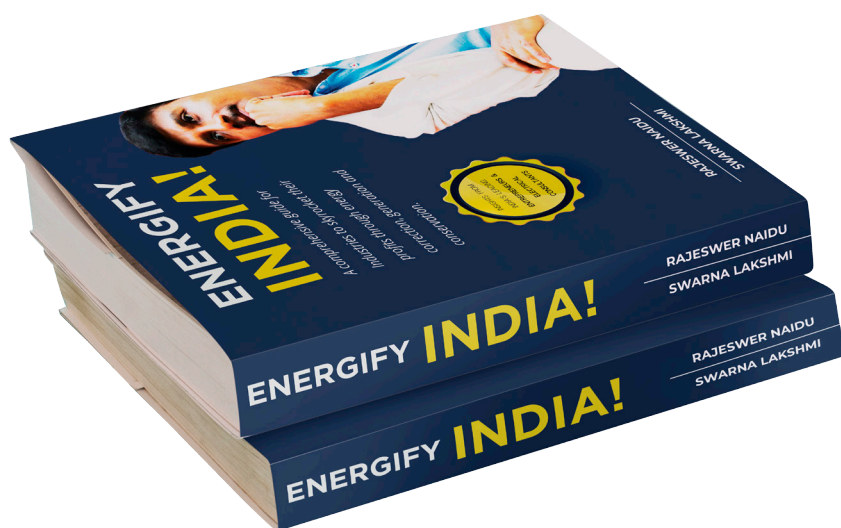
Having mastered the secret of a stress-free and happy living, Rajeswer Naidu finds time to help people, amidst his busy schedule. He is a meditator since 2008 and teaches the Art of Living courses. He also teaches customized corporate courses to improve the environment at workplace and to improve the overall performance of the team.

## CO-AUTHOR BIO

The co-author, Ms. Swarna Lakshmi is the second generation entrepreneur, following the foot-steps of her father Mr. Rajeswer Naidu. She is an Electrical & Electronics Engineer (B.Tech) and currently pursuing her masters in Power & Energy.



Someone is sitting in the shade today because someone planted a tree a long time ago —Warren Buffett



## BOOK INFO

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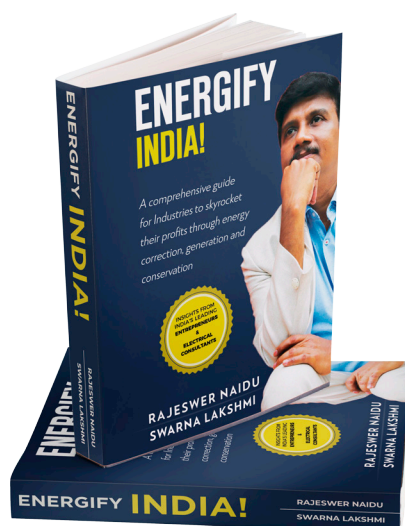
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