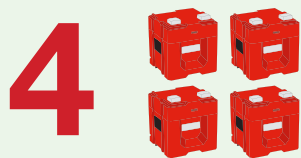


Dhadacha Oblo restaurant ,MSE

Hirmaye

Business Details



Number of Powerblox

4

Business operators
empowered

2



Number of locations

July
2023

Date of installation

179,200 ETB

Total cost paid

100%

Loan percentage paid
back within 9 months
of installation

The Energy for Rural Start-Ups initiative, a joint venture between Caritas Switzerland and Power-Blox AG, pioneers rural electrification in Ethiopia. Utilizing Swiss-developed Powerblox (PBX) swarm battery technology, it aims to provide last-mile connections to off-grid rural households by applying a nano-grid approach, bridging gaps between solar home systems and larger mini-grids. In its first phase June 2023 - January 2024, 87 Powerblox were installed in 49 locations, empowering 14 micro-enterprises, 2 cooperatives, and 6 public institutions in rural areas of Oromia Region. With a 100% Powerblox payback rate within 10 months, the initiative demonstrates business viability and fosters economic growth, household resilience, and social inclusion. Scaling up, the aim is to install 7,000 Powerblox, electrify 100,000 households, 1,000 health centres, and empower 5,000 SMEs, supported by a sustainable financing and operation model and public institutions.

Top appliances & revenue streams



HOUSEHOLD ELECTRIFICATION

Providing reliable and affordable electricity to households, empowering them to power their daily lives.

Light bulbs



MOBILE CHARGING SERVICES

Offering convenient and accessible mobile charging solutions, catering to the growing demand for mobile connectivity.

Charging station



MEDIA SERVICES

Enabling access to information and entertainment through TV services, enhancing the quality of life for our customers.

TV

DSTV

Decoder

Speaker

Key Achievements

3 Additional jobs created

From 0 to 2470 ETB Weekly income increase since electrification

12 Lamps powered for own use

From 0 to 150 Weekly customer increase related to energy

16 Lamps powered for income

28 Total lamps powered

25 Mobile phones charged per day

The Dhadacha Oblo Restaurant has made significant progress in utilizing PBX systems by providing services such as mobile charging, television, and speaker systems; the restaurant enhances the customer experience, potentially resulting in higher patronage and positive recommendations. Additional data sheds light on the impact of PBX systems on the restaurant's growth and customer loyalty, including increased sales, repeat customer rates, and customer feedback.

Join the effort

Partner with us to revolutionize rural electrification in Ethiopia. Learn more about our initiative and impact and discover how to get involved on our website today.



*The PBX are currently 50% subsidized to support the pilot phase and simulate the landing price during commercial scaling.

