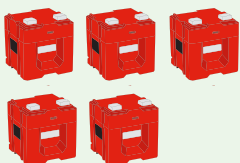


Dureti Oblo mobile charging MSE

Hirmaye

Business Details

5 
Number of Powerblox

4 Business operators empowered

3 
Number of locations

June 2023 Date of installation

224,000 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.

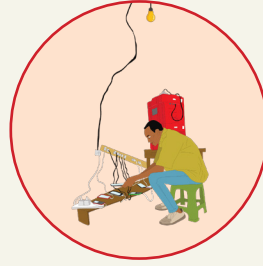
Top appliances & revenue streams



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



BARBER SHOP

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

TV

DSTV

Decoder

Speaker

Key Achievements

1 Additional jobs created

1035%

Weekly income increase since electrification

5 Lamps powered for own use

2063%

Weekly customer increase related to energy

5 Lamps powered for income

10

Total lamps powered

27 Mobile phones charged per day

The Dureti Oblo Mobile Charging MSE has created employment opportunities, significantly boosted weekly income, experienced substantial customer growth, powered lamps for both personal and income-generating purposes, and maintained a high demand for its mobile charging service. The business has not only improved the quality of life by providing essential electrification services but has also driven economic benefits for the business and the community, showcasing the positive impact of small-scale energy enterprises on livelihoods and economic growth.

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.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development and Cooperation SDC