

Jalala Tokuma Mini Grid MSE

Borana



Business Details

6 

Number of Powerblox

8 Business operators
empowered

3 

Number of locations

**June
2023** Date of installation

268,800 ETB

Total cost paid

90% Loan percentage paid
back within 8 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

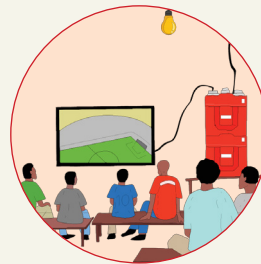


BARBER SHOPS

Supporting the growth of small businesses, such as barber shops, by providing them with the necessary power to operate efficiently.

Hair clippers

sterilizer



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

2 Additional jobs created

677% Weekly income increase since electrification

23 Lamps powered for own use

967% Weekly customer increase related to energy

38 Lamps powered for income

61 Total lamps powered

77 Mobile phones charged per day

The Jalala Tokuma Mini Grid business operates across four locations, providing essential electricity services to households and businesses in the community. Each location has a varying number of lamps connected to neighbors, with associated fees ranging from 200 to 300 ETB per lamp per month. These services play a crucial role in enabling activities such as studying during nighttime, running businesses like billiards and hairdressing, and facilitating phone charging and speaker usage for customers in the surrounding areas. The business has transitioned from using gasoline generators and pico-solar systems to more sustainable and cost-effective electricity solutions, benefiting both the business owner and the local community by reducing operational costs and improving access to reliable electricity.

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