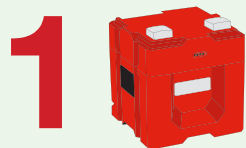


# Robana Nagaya mobile charging business group

Gandhile



## Business Details



Number of Powerblox

3

Business operators  
empowered



Number of locations

August  
2023

Date of installation

22,400 ETB

Total cost paid

100%

Loan percentage paid  
back within 7 months  
of installation



**CARITAS** Schweiz  
Suisse  
Svizzera  
Svizra

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



## Key Achievements

**2** Additional jobs created

**1** Lamps powered for own use

**5** Lamps powered for income

**15** Mobile phones charged per day

**From 0 to 2000 ETB** Weekly income increase since electrification

**From 0 to 130** Weekly customer increase related to energy

**6** Total lamps powered

The Robana Nagaya Mobile Charging Business Group has been empowered by the installation of a PBX system, enabling three underprivileged women to establish and operate their own venture. Through mobile charging services and household electrification, the business group not only provides a valuable service to the community but also improves the livelihoods of its operators.

“The previous year was an incredibly sorrowful time for both me and my neighbors. Our area was struck by a severe drought, resulting in the loss of our cattles. However, the opportunity to start a mobile charging business alongside my two female friends brought a glimmer of hope to us and the community. Now, we can look after our children and families while also earning a living.” (Mrs. Jilo, One of the MSE members)

## 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.

