

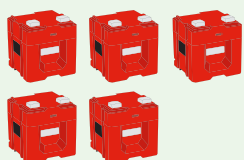
# Dida Kiya, Bati mobile charging & barber, MSE

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 10 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.

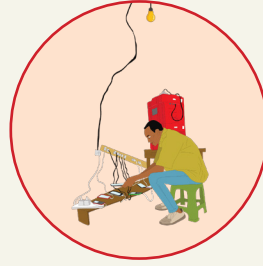
# Top appliances & revenue streams



## 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

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

TV

DSTV

Decoder

Speaker



## Key Achievements

**4** Additional jobs created

**850%** Weekly income increase since electrification

**12** Lamps powered for own use

**567%** Weekly customer increase related to energy

**1** Lamps powered for income

**13** Total lamps powered

**33** Mobile phones charged per day

The Dida Kiya, Bati Mobile Charging & Barber MSE has achieved significant success through the implementation of 5 PBX systems across 3 locations. These systems have provided reliable household electrification, improving living conditions and access to modern amenities for the community.

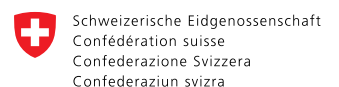
With an average of 33 phones serviced per day, the MSE ensures community members can stay connected. This business has created 4 new jobs, contributing to local employment opportunities and economic growth.

## 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.



Swiss Agency for Development and Cooperation SDC