


Gulufa, Sachama & Yando mobile charging, MSE

Kulcha



Business Details

4 

Number of Powerblox

4 Business operators empowered

2  Number of locations

June 2023 Date of installation

179,200 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.

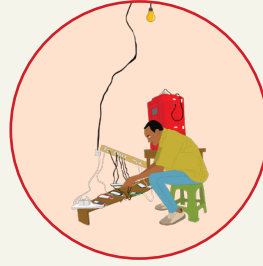
Top appliances & revenue streams



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 SHOP

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

Hair clippers



MEDIA SERVICES

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

TV

DSTV

Key Achievements

1 Additional jobs created

842%

Weekly income increase since electrification

6 Lamps powered for own use

1400%

Weekly customer increase related to energy

4 Lamps powered for income

10

Total lamps powered

25 Mobile phones charged per day

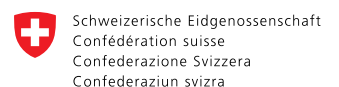
The Gulufa, Sachama & Yando Mobile Charging MSE, has effectively utilized its PBX systems to offer a diverse range of essential services to the local community. Through household electrification, mobile charging, barber shops, TV systems, and printing services, the MSE addresses various needs and contributes to enhancing the quality of life for residents. The successful repayment of the loan within 10 months underscores the financial viability and sustainability of the MSE's operations. By empowering four business operators and providing essential services, the MSE not only creates economic opportunities but also improves access to vital resources and amenities.

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