


FACT SHEET

Ramadan, Abdulbari & their friends retail trade in radiation emitting equipment & radioactive

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Business Details

4 

Number of Powerblox

4

Business operators empowered

3



Number of locations

June
2023

Date of installation

179,200 ETB

Total cost paid

100%

Loan percentage paid back within 10 months of installation



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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



MEDIA SERVICES

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

TV



Key Achievements

8 Additional jobs created

2967% Weekly income increase since electrification

18 Lamps powered for own use

1385% Weekly customer increase related to energy

23 Lamps powered for income

41 Total lamps powered

210 Mobile phones charged per day

Ramadan, Abdulbari & their Friends Retail Trade in Radiation Emitting Equipment & Radioactive through household electrification and mobile charging services, the business not only improves the quality of life for local residents but also contributes to increased connectivity and access to information. The significant increases in weekly income and customer numbers highlight the positive impact of electrification on business performance and profitability. Moreover, the heartening story of the former member's family demonstrates the profound and transformative impact that such initiatives can have on individual lives, providing opportunities for economic empowerment and resilience in the face of adversity.

"One of our former members passed away, but thanks to the income generated from the Mobile charging business using Powerblox, his wife is able to provide for their 4 children. Without this technology and business, she would have faced financial difficulties." (Abdulbari, MSE member in east Borena)


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.



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