

Access to clean and modern appliances

Synthesis session

April 7, 2011

Need assessment and design

- *Key experiences*
- Context specific 'demand based' products
- Gradual increase in range of products
- Feedback, innovation, remodeling loop
- Continuous process of 'awareness' and 'demonstration'
- Issues of competition/ market integration over time ?
- Standards, labeling and certification of products ?

- **What can WISER do?**
- Mobilize grant money – Seed money....for awareness and innovations
- Standards and certification ???

Financing mechanisms

- *Key experiences*

Consumer

- 'Cash and carry'
- Intra-group loans
- Market based mechanisms – 'easy installments' ?
- 'Rural banks' OR 'coop banks'? Women's needs/ access ?

Entrepreneur

- Revolving fund – Portion invested as Term Deposits and Bonds?
- Entrepreneurs own capital

- **What can WISER do?**

- Need for a 'risk fund' ?
- Making banks 'aware'... cases of precedents

Delivery mechanisms

- *Key experiences*
- Institutional support – building a base – women’s networks
- Backup by continuous awareness creation and ‘peer’ interaction
- Identification of entrepreneurial attitude and risk taking abilities
- Continuous contact and motivation, counseling and incubation support
- Interface with manufacturer/ supplier – feedback channel ?

- **What can WISER do?**
- Building synergies between women’s organizations and technology organizations and manufacturers
- Entrepreneurial training, developing business modules