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