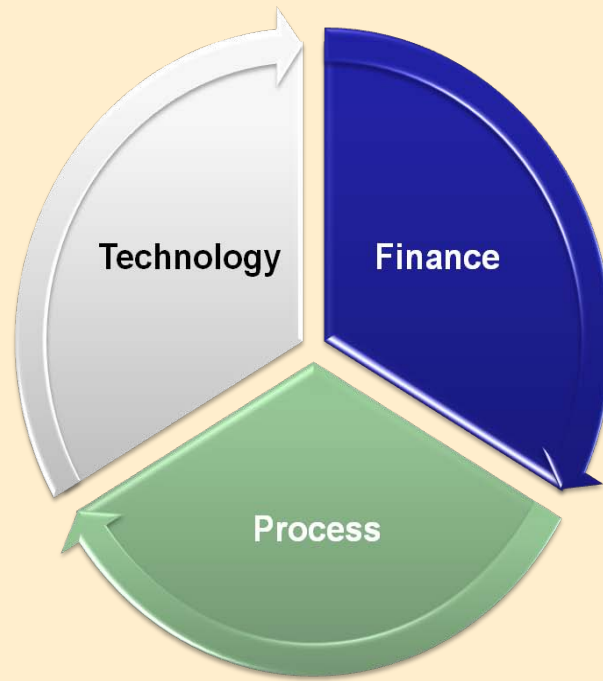


SELCO

A Social Enterprise

MISSION

To empower the lives of underserved communities by **creating sustainable innovations** - in technology, process creation or financing.



WHY INNOVATE?

❖ Lack of Financial Innovation

- Large and small financial institutions are unable to visualize the long term benefits thus leading to absence of financial innovations.

❖ Technological Innovations

- Manufacturers are unable to judge the needs of the end-users thus leading to absence of product innovations.

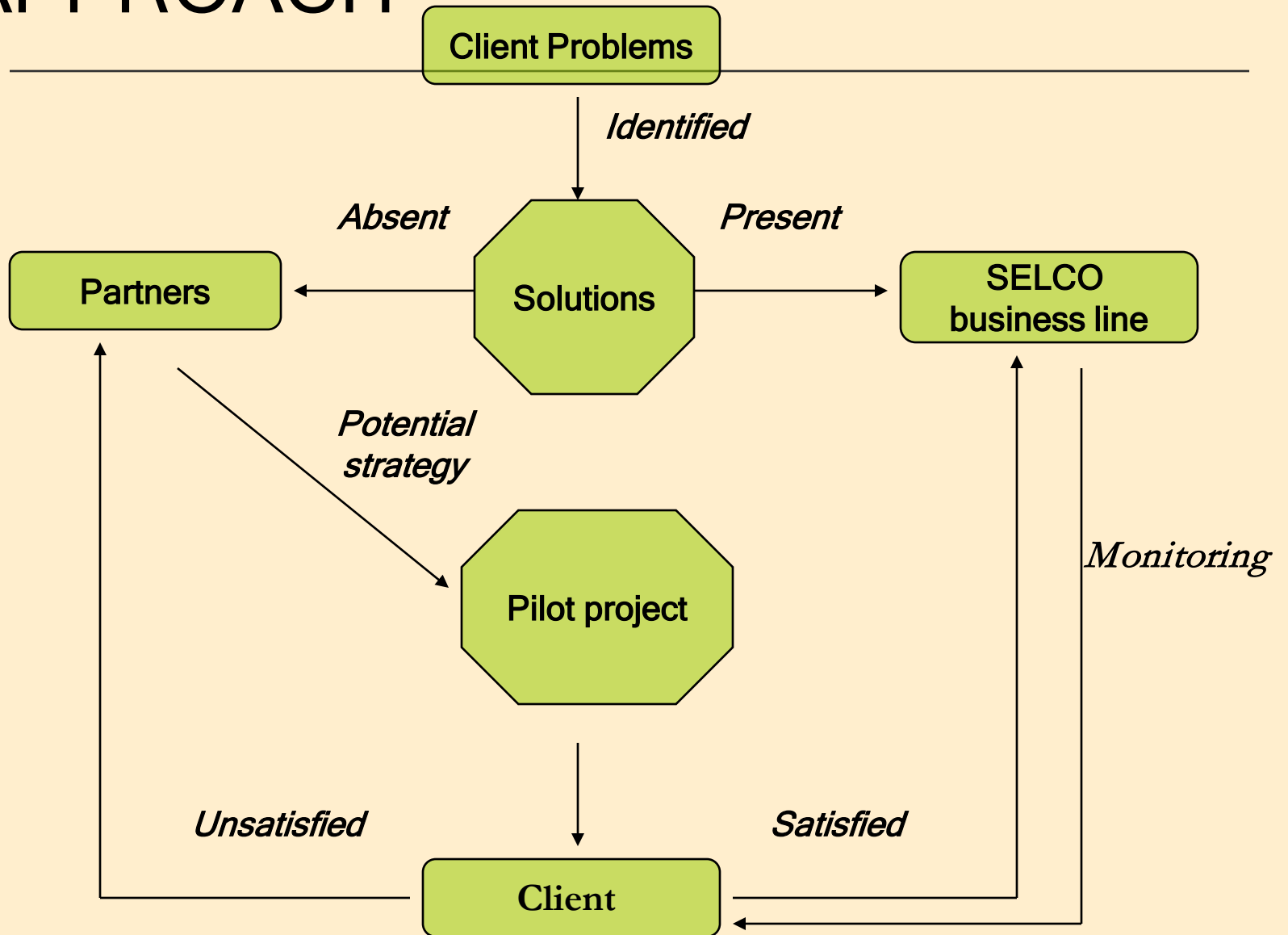
❖ Lack of Knowledge & Awareness

- The needs of the end-users are not known and the end-users don't realize the benefits of the technology.

IMPORTANCE OF INNOVATING

- ❖ Promote **energy services** amongst the poor
- ❖ To help create **better policies** that are based on ground realities
- ❖ Providing energy services using **affordable financing** schemes
- ❖ Energy services does **not require a subsidy** component to popularize it among the poor
- ❖ Proving that a **market** for energy services exists amongst the poor if one innovates

APPROACH



SOURCE PROBLEMS

- ❖ Engage field staff like branch managers who have first access to end users
- ❖ From network
- ❖ From existing online databases
- ❖ Through random third party sources

PROVIDE SOLUTIONS

- ❖ Depending on problem- technical or finance we source appropriate partner
- ❖ Only approach a problem if it is within our expertise or if we have a source who has the expertise to provide flexible solutions
- ❖ Not an R&D team so need to link those who are involved in such work

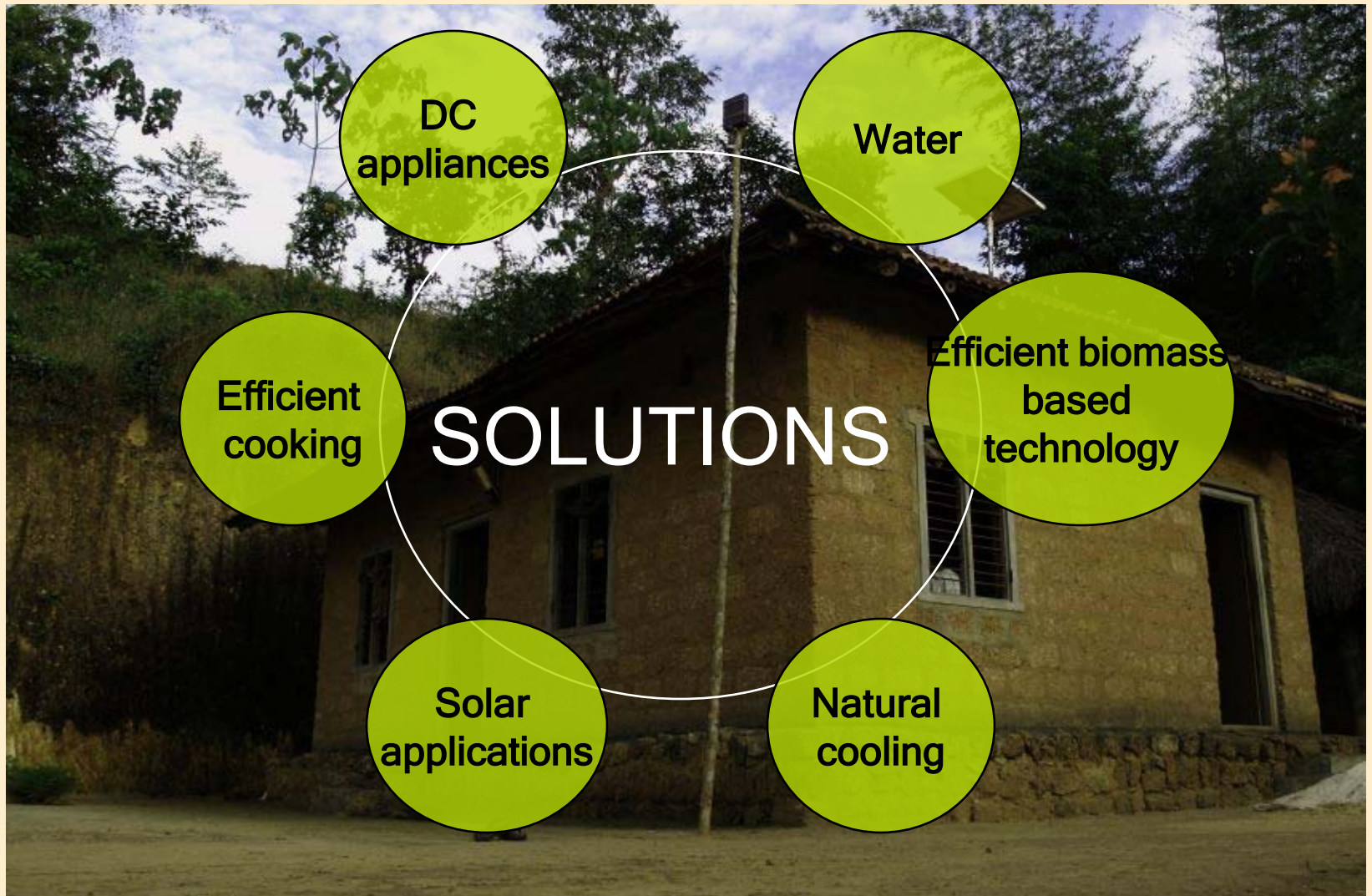
FILTER PROBLEMS

- ❖ Priority of need
- ❖ Market for the product: discussion with field staff, management, surveys, focus group discussions
- ❖ Partner
- ❖ Income Level of the Potential End user

TRANSITION INTO SELCO BUSINESS

- ❖ For Technology Innovations
 - After successful completion of at least 2 pilots
 - Creating multiple customer segments
 - Financing solutions have been developed to promote product
- ❖ For Financial and Process Innovations
 - Showcasing projects so that confidence is built among institutions to provide similar financing or encourage process innovations

SCOPE



CASE STUDIES

- ❖ DC motor applications
 - **Grinder**
 - **Mixie**
 - Package sealer
 - Sewing machines
- ❖ Central mobile charging unit
- ❖ Biomass based dryer
- ❖ Portable school lights
- ❖ **Financial Innovation: Migrant Workers**

Grinder and Mixie



Solar grinder vs traditional grinder



Mixie

Migrant Workers



- ❖ Daily wage labourers
- ❖ Local financial institution collects weekly payments through pigmy agents
- ❖ 2 light system (@ Rs. 10,000)
- ❖ Innovation: 100% deposit to be recovered on a monthly basis to reduce risk for SELCO

Challenges

- ❖ Commercial: “Productizing” prototypes
- ❖ Partners:
 - Identifying suitable product developers suited to design for the poor
 - Financial partners willing to share risk
- ❖ Selection: Prioritizing workable problems
- ❖ Fabricating prototypes for experimentation
- ❖ Differentiating financial need from subsidies