

SRGDI facilitates the wide distribution of solar lighting technology to the rural population of Malawi. By providing training and promoting self-financing schemes of local youth associations, the enterprise acts as a facilitator between suppliers and customers and promotes entrepreneurship in rural Malawi.



Sustainable Options (SO), Malawi

BUSINESS MODEL

The Sustainable Rural Growth and Development Initiative (SRGDI) extends the sales network of well-established enterprises, by training local youth associations to act as distribution agents and mobilising local communities to set up self-financing schemes. SRGDI receives a 10% commission on the sales of solar lamps through its distribution network, and 2% on mobile payment services.

The enterprise establishes a distribution network for solar and mobile money services in rural areas without access to electricity. By working with youth village savings and loan associations, it creates new sources of microfinance for solar technology.

ENTERPRISE FAST FACTS:

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|-----------------|-----------------------|
| Location | Blantyre, Malawi |
| Year founded | 2015 |
| Sector | Energy |
| Product/Service | Solar energy products |

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Social impacts:

- Reducing the negative health effects of fossil lighting technologies, such as kerosene lamps.
- Improving access to lighting accompanied by increased productivity within rural communities.
- Providing rural communities with business and financial management training.

Environmental impacts:

- Reducing pressure on natural resources by providing a clean energy source.
- Reducing carbon emissions, averting around 18,500 tonnes of CO₂ emissions by replacing 50,000 kerosene lamps with solar lights within the next year

Economic impacts:

- Creating additional employment for young employees, increasing their average income by 35% from average of USD 14 per month to USD 49 per month.
- Reducing costs for kerosene and fossil energy sources for rural households by an average of USD 70 per year.
- Improving the rural population's access to microloan schemes and mobile money services.

” By building on Youth Village Savings and Loan Associations, SRGDI's business model fills a gap as it allows solar enterprises to reach new consumers in remote rural communities.

Scaling up activities:

- Recruit and train 1,000 youth agents on solar and mobile money products in order to increase annual solar lamp distribution to 50,000 within the next five years.
- Expand the distribution network and self-financing loan schemes through new partnerships with village savings and loan associations in a total of 13 districts in Malawi in the coming year.
- Set up awareness campaigns on solar and mobile money products in ten districts in the coming year.
- Improve capacity of the Sustainable Rural Growth and Development Initiative by strengthening the business management system.



Partnership

● **Sustainable Rural Growth and Development Initiative** (SRGDI) markets solar and mobile money products, and develops and coordinates the sales network.

● **Total Malawi Ltd** provides solar products and business training for distribution agents.

● **TNM Malawi Mobile Phone Services** provides mobile money services and training on microloans to the youth village savings and loan associations.



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About SEED

SEED is a global partnership for action on sustainable development that was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and the International Union for the Conservation of Nature (IUCN) at the 2002 World Summit on Sustainable Development in Johannesburg, South Africa. It is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. SEED identifies and supports promising small scale social and environmental enterprises around the globe, enterprises who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. For more information please write to info@seed.uno or visit:

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