



Focus on Customers
Awakening Market & Social Forces

Journey Towards Green Energy Revolution



Our Mission is to Empower the Rural People with Access to Green Energy & Income

► We envisage a future where rural households of Bangladesh, would have access to environment friendly and pollution free energy at affordable cost



Grameen Shakti 100 thousand SHS installed

One of the largest and fastest growing rural based renewable technology company :

1. Solar PV Program
2. Biogas and Organic fertilizer Program
3. Grameen Technology Center Program for women empowerment /entrepreneur development
4. Improved Cook Stove Program
5. Capacity Development & Adaptive Research

GS follows a Market Driven Approach

- ❑ At one side, as a Social Entrepreneur, GS works to develop awareness
- ❑ On the other side, GS develops products depending on Consumer needs
- ❑ GS develops different products to give Consumers wider choices



Transporting solar panels by rickshaw van

Developing Social Forces GS has Dedicated & Committed Staff



Women Engineers are a part of the success

GS staff trained, motivated to be Social Engineers as well as technical engineers-

Pro-active in their commitment

They travel to remote areas to solve problems

Creating Community Stake-hold

Once rural people become aware of Solar systems it sells itself
Developing awareness is GS's greatest promotional tool



One way to develop awareness is to demonstrate Solar Systems at Village Fairs, Small Gatherings



**Creating Community Stake-hold
Motivation & Community Participation**

Motivational gifts for GS Clients

Scholarship Program For Client's Children

Training & Employment of local technicians

Buy back System

Removal of Dead Batteries



**GS Ensures Quality Services
to meet Consumer demand, maintain their good will**

- ◆ Free repair & maintenance during repayment period.
- ◆ Once a month visit
- ◆ Post warranty : annual maintenance agreement at low cost



Focus on Market Demand to meet the Diversified needs of the Rural People



SHS in a fishing boat :
Productive use of SHS

- Product Diversification :LED, small SHSs, DC-DC converters, safety devices for black/white TVs etc.
- Focus on income generation : SHS powered mobile phones, micro-utility system.
- Adaptive research such as developing improved electronic ballasts which lasts more than 3 years.

Best Example of Synergy Between Women, Technology & Market

Polli Phones run by Women have Revolutionized communication in the Rural Villages

More than 300,000 Polli phones are in operation

SHS powered chargers are charging mobile phones in off-grid areas

This is one of the most successful program for creating Village Women Entrepreneurs



Reaching the Poor



Micro-utility Model- A successful model for market places

GRAMEEN TECHNOLOGY CENTER Putting the Consumers in the Driving Seat

- 20 GTCs set up, managed mainly by Women Engineers
- Training women technicians, who market, install, repair SHSs for GS
- They also manufacture SHS accessories at GTCs

Developing Women Renewable Energy Entrepreneurs

1000 Women Technicians have already been trained

Women –the main victim of energy crisis has become the implementer of change



GS Biogas Program Meeting Multiple Consumer needs

Biogas Technology is enjoying high demand among

- Poultry /Live-stock business who are able to get rid of wastes , become energy efficient , earn income by renting biogas , slurry
- Households able to have light, gas for cooking–more cost effective than kerosene or fuel
- Small Business Units get power at cost effective price through renting
- Poor Households able to get biogas at lower costs through renting . There is also opportunity for Credit for livestock , in-kind payment through slurry etc



Policy Issues : GS Model



- Market Driven Approach – where the Consumer is the main force
- Social Entrepreneur –where a consumer is motivated to know about his/her rights
- Ownership Model -where Consumer takes the implementer of change to meet his /her own needs

Thanks for your
Kind Attention


