



A journey towards a sustainable future



SELCO – a unique idea

- SELCO Solar Pvt. Ltd, a social enterprise established in 1995, provides sustainable energy solutions and services to under-served households and businesses in rural areas
 - ❖ Make the poor asset creators
 - ❖ Non-Donation based model

- SELCO Solar Pvt. Ltd is owned by three not-for-profit organisations :
 - ❖ Good Energies, The Lemelson Foundation and E+CO
 - ❖ All profits are re-invested to reach out to more poor households

- SELCO Solar Pvt. Ltd works out projects in a holistic manner
 - ❖ **Creating products based on end user needs:** going beyond just being a technology supplier but customizing our products based on individual needs.
 - ❖ **Installation and after-sales service for long term sustainability:**
 - SELCO operates 43 Energy Service Centers to ensure prompt maintenance and service
 - All important components of the solar system warranted for at least 5 years
 - A complete Complaint Management System with Toll Free Number to handle complaints
 - ❖ **Standardized financing packages:** creating channels for end users to afford systems based on their cash flow through Rural Banks and Microfinance Institutes.

SELCO Model



SELCO- Light for home

- SELCO has reached out to approximately 2 hundred thousand homes in provisioning Solar lighting systems.
 - 75%
 - Small Farmers
 - Individual working households
 - Individual/ Home based workers/ Street hawkers
 - 10 -15%
 - Lower middle income
- Around 75% of the systems are financed by Rural Banks achieving the important objective of first time financial linkage of these poor customers with the bank.

A video on household using Solar Home lighting system

<http://www.youtube.com/watch?v=HGTO2Nm5Ing>



SELCO- Projects



- Through these projects SELCO attempts to:
 - Understand risks & challenges of serving the poor
 - Develop appropriate technical and financial mechanisms to overcome them
- SELCO reaches out to:
 - Very poor households
 - Isolated villages and island settlements
 - Urban and rural slums
 - Indigenous tribes

Example: SELCO has helped the Siddhi community (a special tribe having origins from Africa, now have blended into the deep rural settlements in Northern Karnataka) adopt the solar systems by facilitating loans through rural banks.

A video on Siddhi community

<http://www.youtube.com/watch?v=IJDGnaoQCZ4>

SELCO – In livelihood

- Energy for livelihood - These projects focus on provisioning systems designed to help the livelihood activities of individuals and communities.
 - Silk worm rearing
 - Sewing machine
 - Weaving
 - Basket weaving
- Energy as Livelihood - It also helps create local social entrepreneurs who make a living out of solar systems. Some of the activities that has been enhanced by solar systems are:
 - Mobile/Laptop charging centers
 - Street hawker projects etc
 - Integrated Energy Center

Example: A video on Sewing done using Solar energy

<http://www.youtube.com/watch?v=FkkSkMjCo7I>

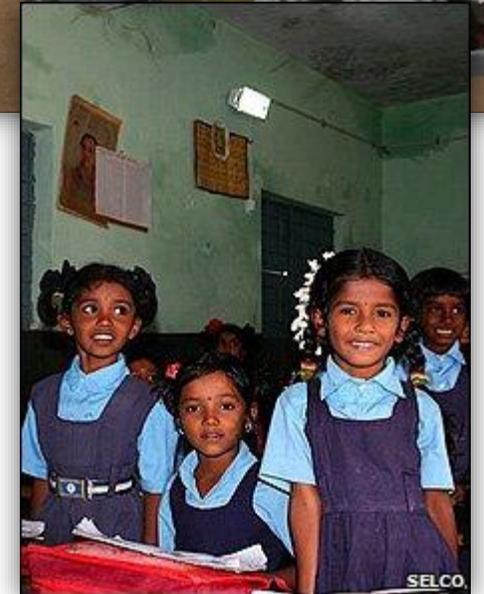
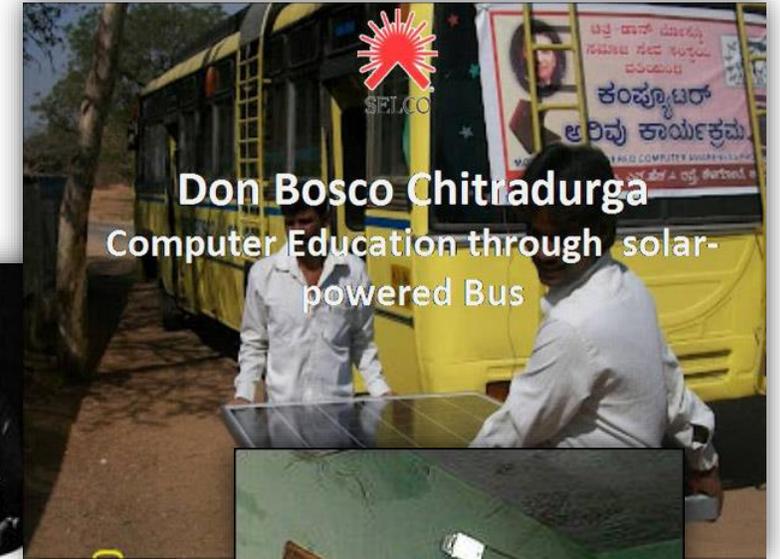


SELCO – Energy for education

- SELCO with philanthropic contribution from various organizations has been undertaking several projects that enhance education of students in remote, rural location hailing from families with marginal income. The projects are oriented around providing lighting and other digital enhancements that aid education of the children.
 - Portable solar lights for children from un-electrified households with centralised solar powered charging stations located in schools
 - Solar lighting systems to residential Schools/hostels run by Social Welfare Departments and Backward Class and Minority department of the State Government
 - Solar powered energy efficient computers (n-computing technology) and DC projectors for government run schools
 - Solar powered Computer lab on a bus

A video on education intervention by SELCO

<http://www.youtube.com/watch?v=-ZzLMvyeMJM>



SELCO- Innovations



- About 10 to 15% of SELCO's customers are rural institutions – Schools, Hostels, Health centers, Banks, Religious places, Refugee camps and other organizations.

- Solar power for Karnataka Government Milk Collection Centers
- Solar powered rural banks (KVGB)
- Solar water pumps for Households/Irrigation
- Mini grid
- Integrated Energy Centers for urban slums
- Off-grid AC systems

<http://timesofindia.indiatimes.com/city/bangalore/Solar-power-comes-to-milk-coops-rescue/articleshow/31500722.cms>

SELCO – Agriculture and Infrastructure



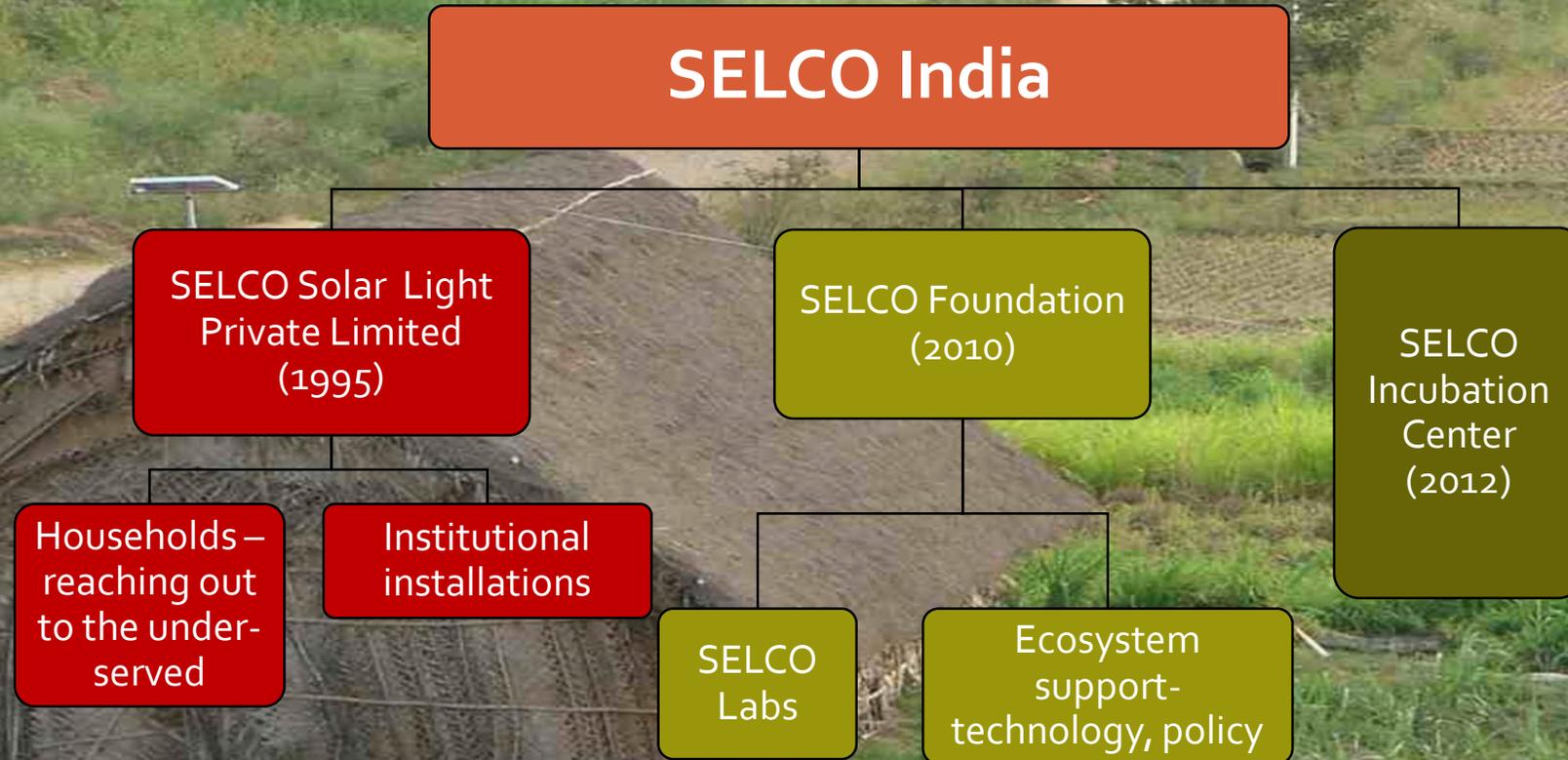
Agriculture

- Water pumping
- Solar Fencing
- Hybrid Driers
- Small scale agricultural machinery
 - Transplanters, Threshers, De-huskers
- Insect traps

Other Interventions

- Energy efficiency
 - Energy audits
 - AirLite
- Clean cooking solutions
- Kitchen and tent modifications
- Water
- Access, transport
- Purification

SELCO Family





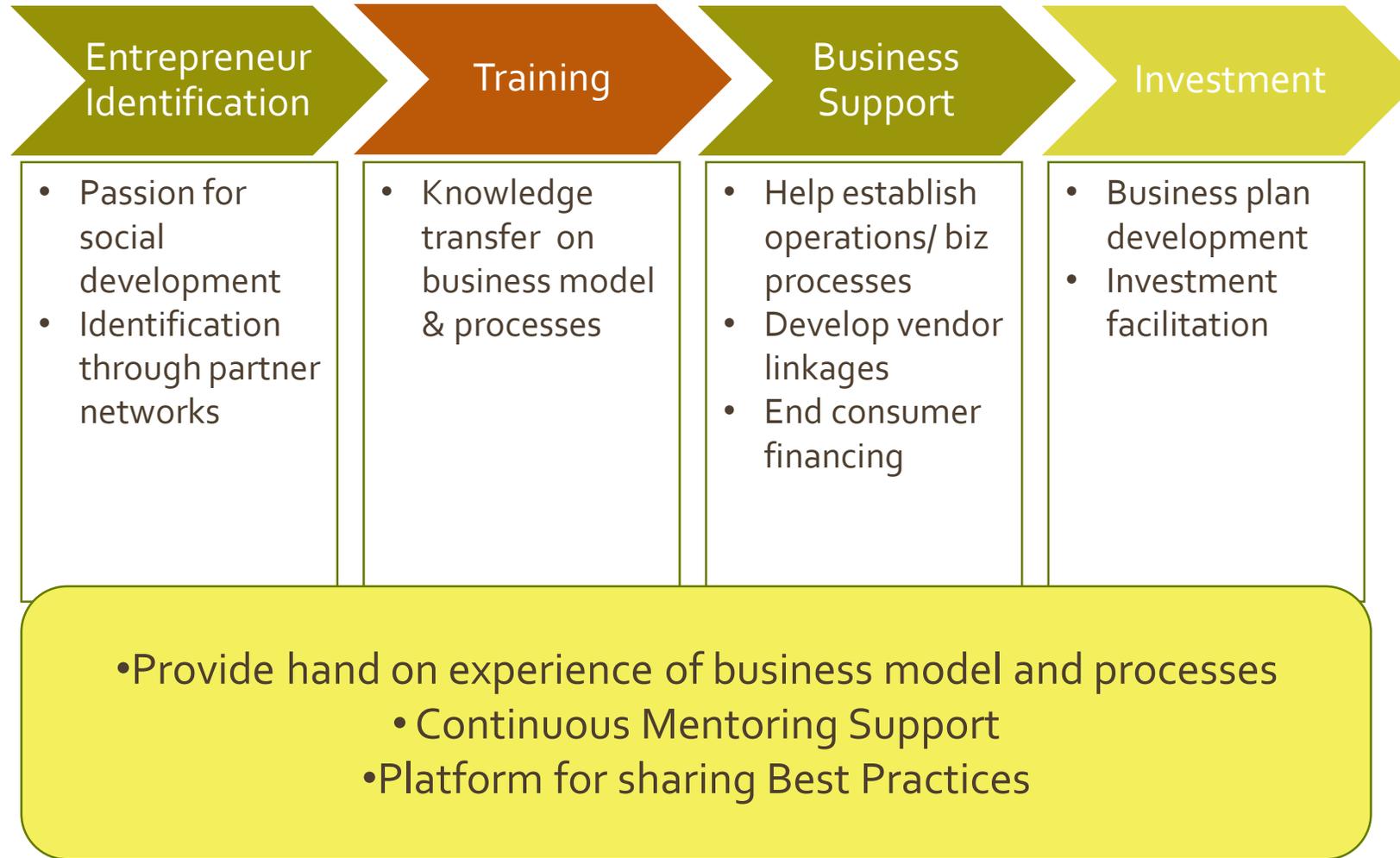
Training, Financing

Policy

Technology support

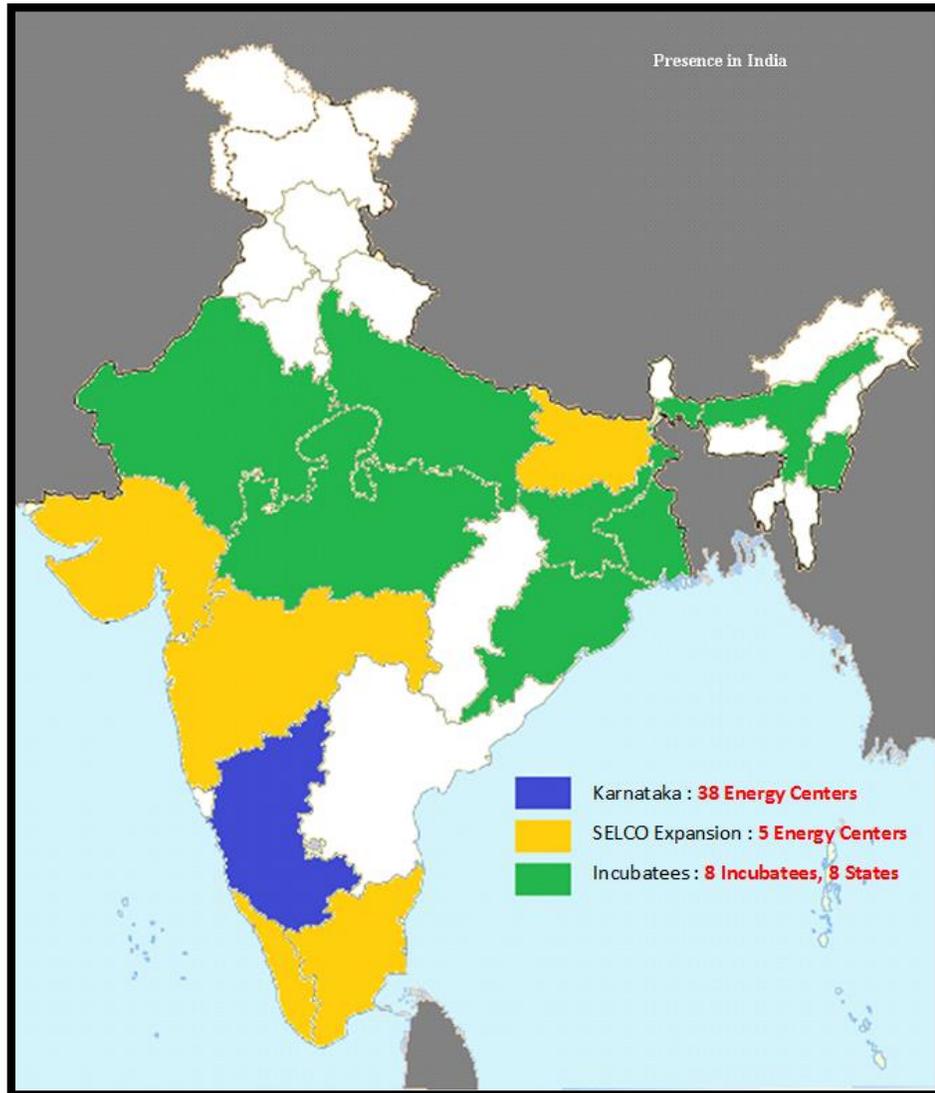
- Sustainability and Energy -
- Holistic Solution -
- Community Inspired Innovation -
- Policy input from practitioner's perspective -
- Innovation Labs -
Rural, Urban, Tribal
Education, Livelihoods, Vulnerability

SELCO Incubation Center



| Success Stories | |
|--------------------------------|-------------------|
| Service States | Organisation |
| West Bengal, Jharkhand, Orissa | Onergy |
| Rajasthan / Uttar Pradesh | Boond |
| Manipur | Mangaal |
| Assam | Eastern Envo |
| Maharashtra | Reenergize Planet |
| Odisha | Harsha Trust |
| Madhya Pradesh | Pushan |

SELCO - 2014



- SELCO India has 43 Energy Service Centers
- Impacted over a million lives
- Around 350 employees and 150 business associates
- SELCO is in NABARD State Level Monitoring Committee
- SELCO is in NABARD list of empanelled manufacturers
- 8 active incubatee organisations across India



Thank
You

