

## Company Brief:

SELCO INDIA (SELCO) was established in 1995 as an experiment:

- To create a sustainable business by promoting energy services in the underserved and un-served areas of India.
- To build a sustainable linkage between energy services and income generating activities.
- To build a strong service network in the rural areas for solar systems and other energy services.



SELCO, a for-profit company, has over the last 13 years proven the fact that only NGOs need not be the ideal catalysts for creating social enterprises. The impact desired from social enterprises can be achieved by for-profits and in ways that can easily lead to sustained scalability. SELCO's profits are ploughed back into the company for innovations and creating further access to reach the poor – a mission passed by resolution of the board.

SELCO's business model has been to establish strong innovative linkages between end users, energy services, technology and financing. SELCO views a product as a combination of technology and finance and hence uses a two pronged approach of door-step service and door-step financing. SELCO has been able to assess the end user's needs and create a solution that best fits his/her need. This "need" can be technical, financial or a simple process innovation that could empower the lives of underserved or un-served households and small scale businesses. It is this bottom to top approach of SELCO that has helped it to create specific need based products – products that meet the needs and expectations of the end-user.

## Immersion Experience:

### Solar-cum-biomass based drier

Location: Ujjire, Karnataka.

Report to: Anand Narayan, Head of Incubation Lab

- Interns will start by studying the current prototype(s), review the user feedback, and work with a product designer at incorporating changes into the next version.
- Interns will also have to examine the manufacturability of the drier, and will have to look at cost-reductions in material, the use of different materials for construction, and develop mechanisms and the supply chain for manufacture, storage and distribution.
- Interns will also have to travel to and work with a few SELCO branches to study the market prospects for the drier in different regions.