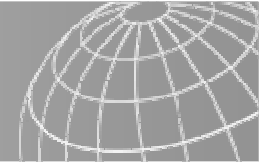


Productive **U**se of **R**enewable **E**nergies [**PURE**] in Badakhshan, NE-Afghanistan

GTZ Renewable Energy Supply for Rural Areas (ESRA)

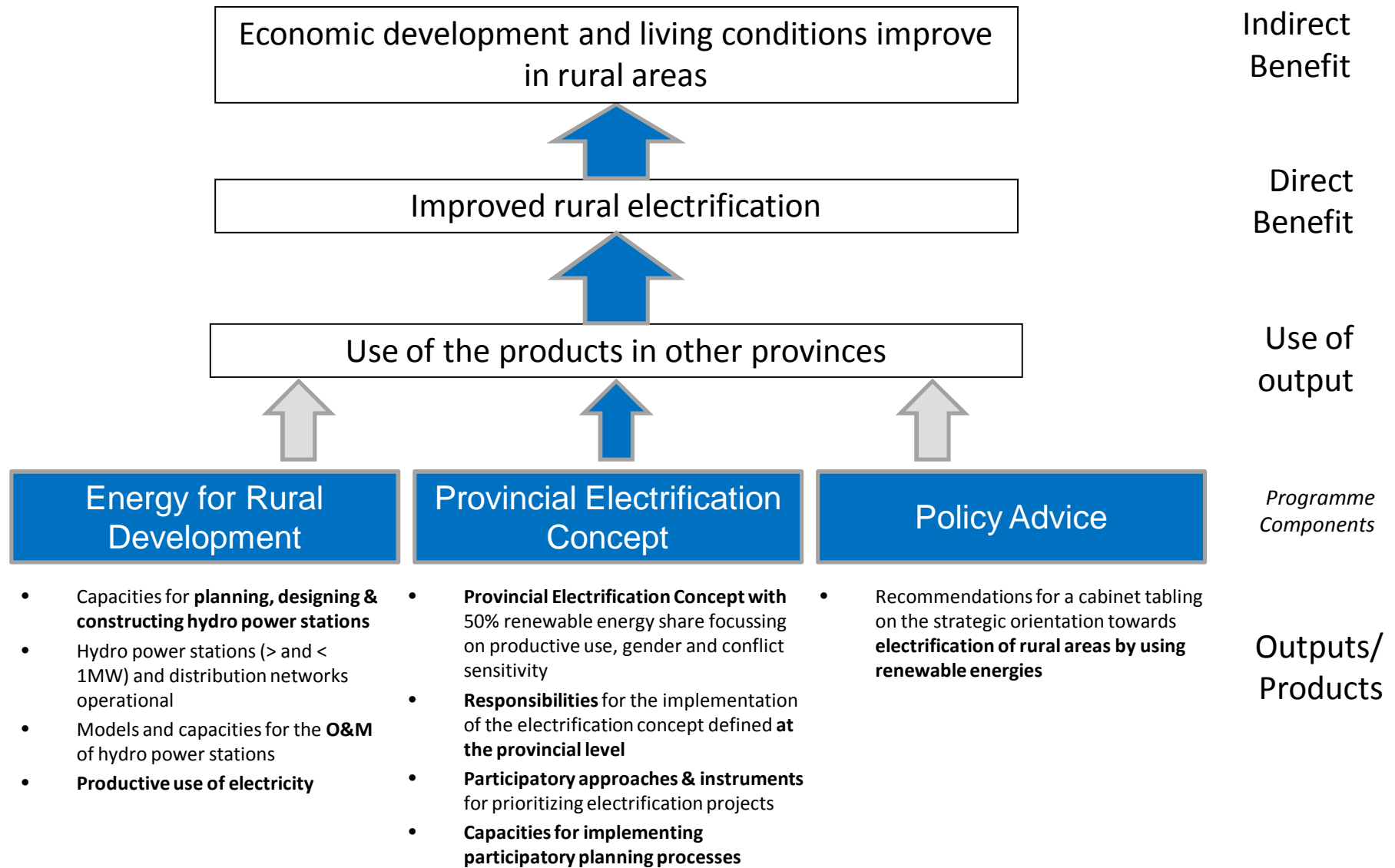
By Oliver J. Haas

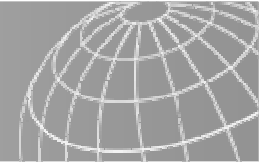


- Background to the programme
- What is PURE and why we do PURE promotion?
- Experiences and lessons learnt 2008 – 2010
- The new approach and new challenges

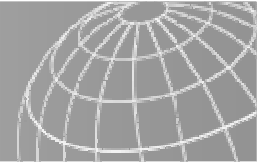
GTZ Energy Programme Afghanistan - Renewable Energy Supply for Rural Areas (ESRA)

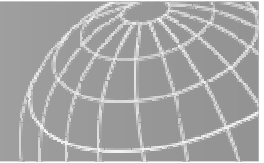
RESULT CHAIN 2008 - 2010











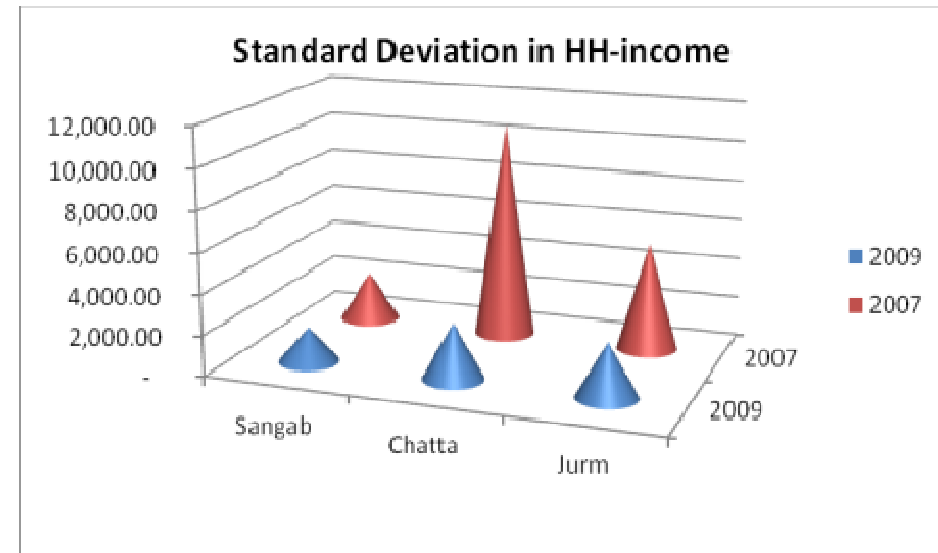
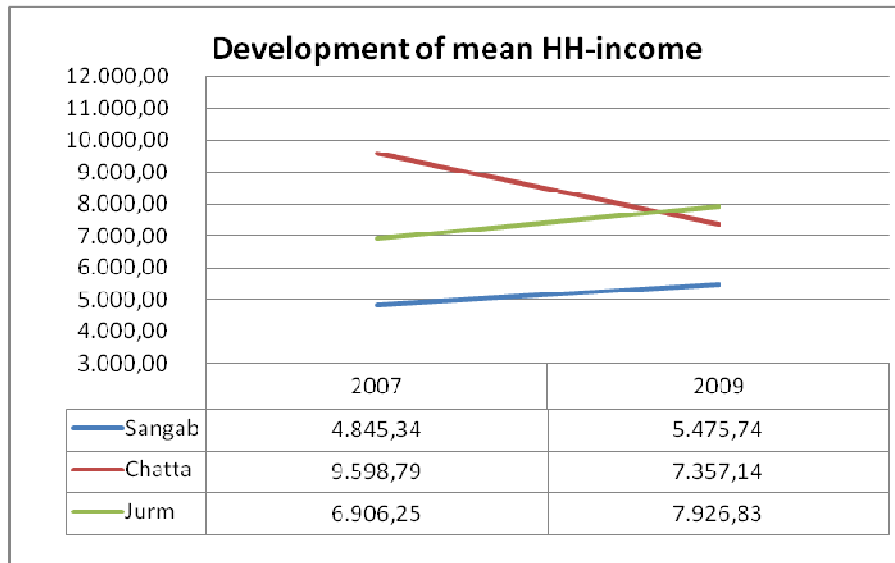
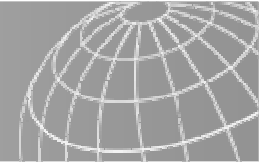
- Utilizing (electric) **energy from local renewable sources for employment and income generation.**

How works **PURE**?

- It **increases the use** (benefit / impact) of rural electrification at the target group level through enhanced economic activities.
- It increases the sustainability of off-grid power systems through **higher income of both user and power producers.**
- It's **mean and end of rural electrification** coming along with multiple benefits in terms of health, education, information etc.; In short: **rural development.**

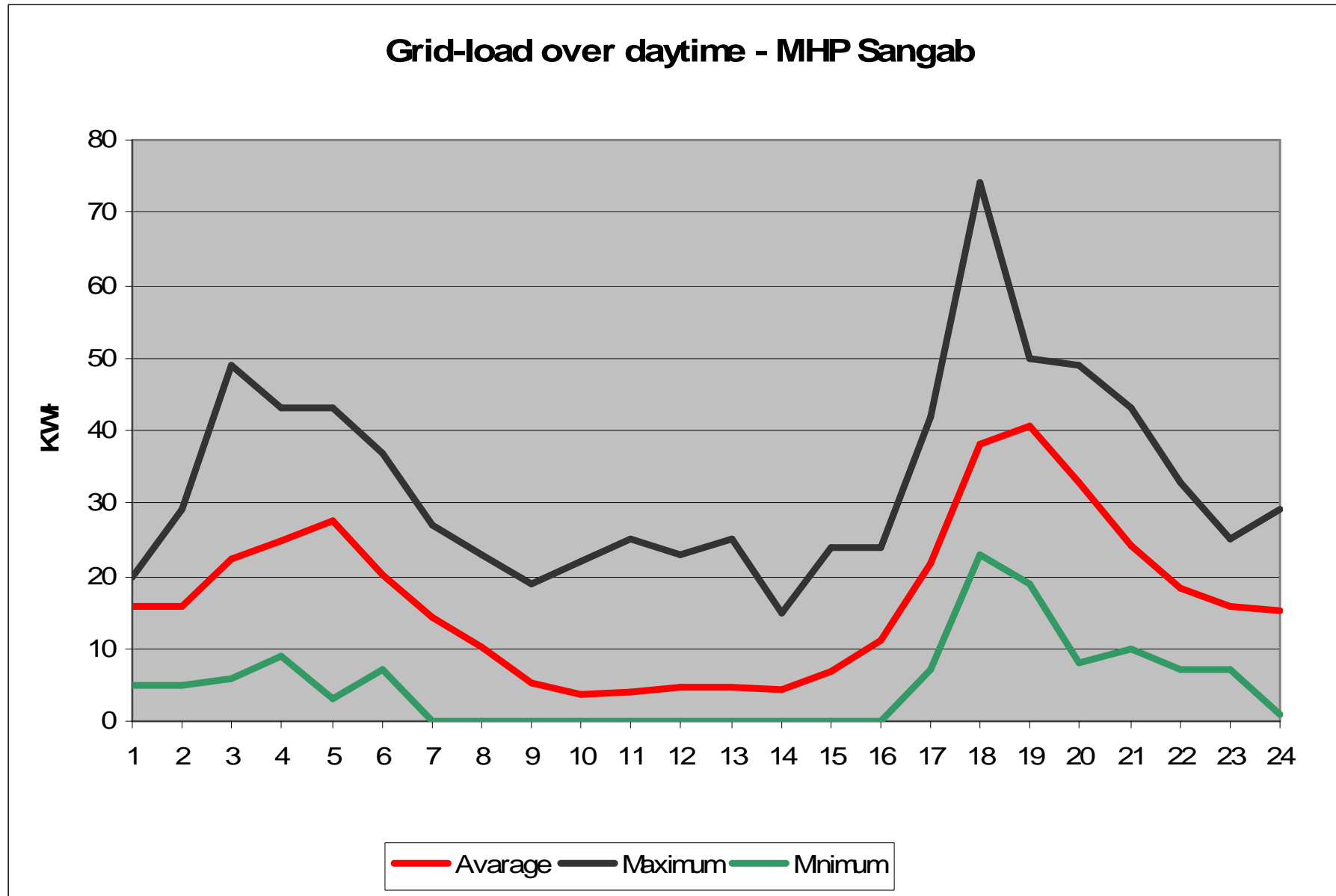
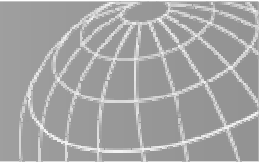
Why PURE ? –

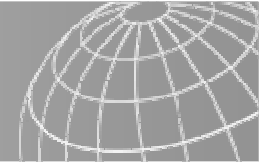
1. To enhance income and livelihoods



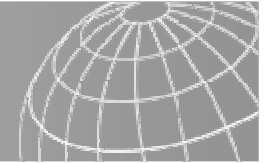
Why **PURE** ? –

2. To increase the plant factor





- **Creating awareness and capacities**
 - Gatherings and information exchange / distribution
 - CEFÉ business trainings
 - Consultancy and exposure trips
 - Innovative pilot start-ups



- Gathering and Information

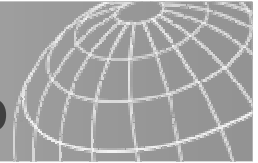


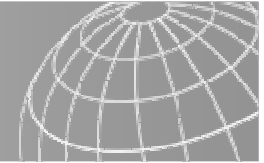
- Business trainings



- Counseling and
- Monitoring

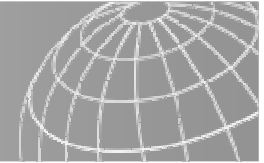






- We initiated successful business creations but it absorbed a relatively large share of our own capacities.
- We were sometimes not at the right place.
- Our approach did often not address the practical needs of the peoples.
 - » Practical questions were not systematically addressed.
 - » Too less attention to long term agribusiness development.

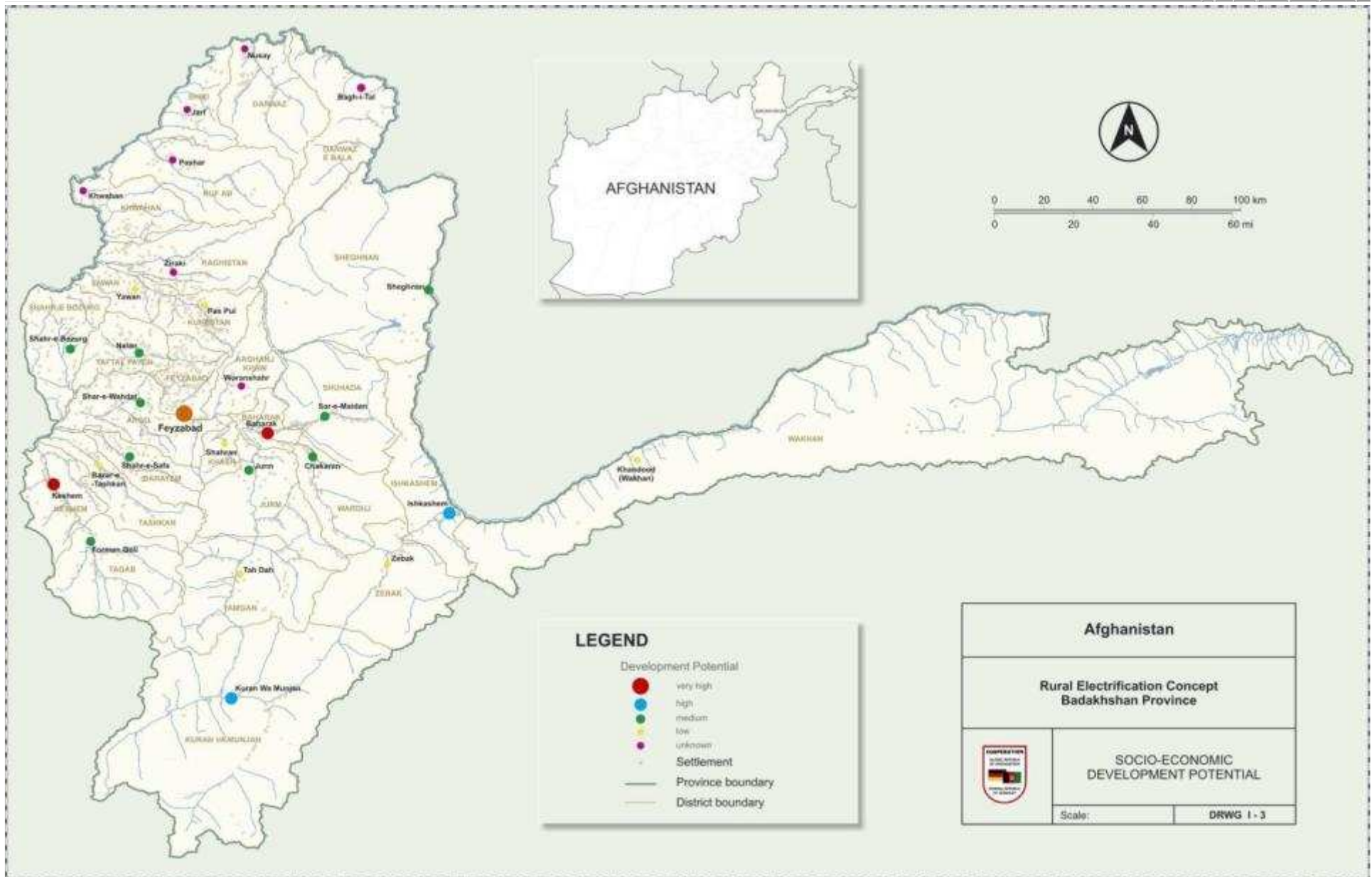
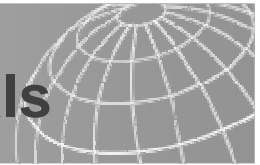
- As an energy project, our **mission** is **broad and inclusive rural development** by the means of rural electrification.
- The “**corporate culture**” of our partners (electricity utilities, Ministry for Energy and Water, power producers) is focused on **technical solutions**.



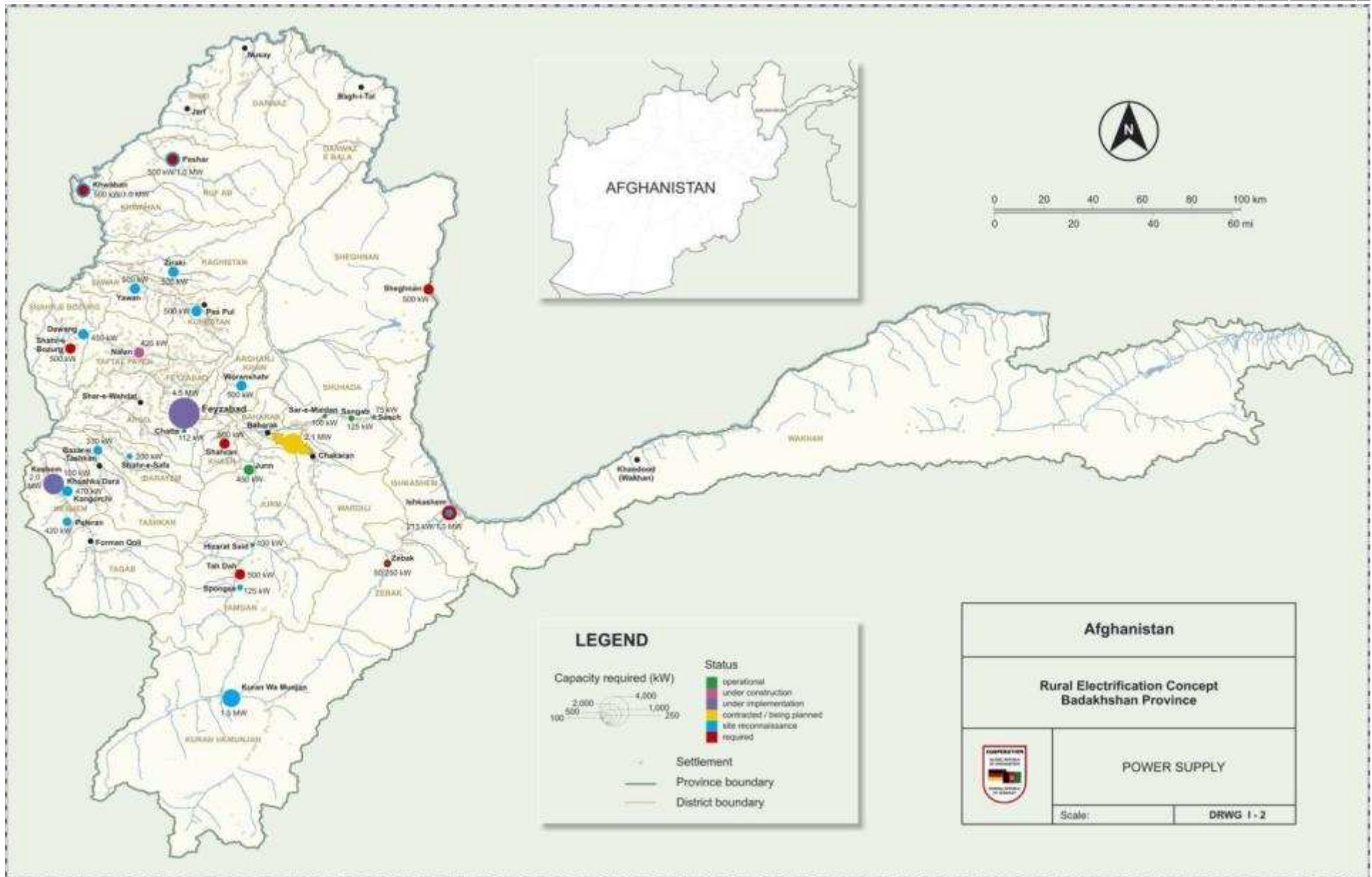
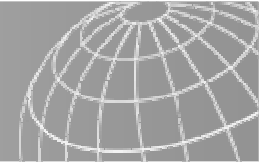
- **Focusing on the mandate**
 - Rural electrification as a catalyst to rural development
 - » Where are potentials?
 - » Sustainable Outreach counts: Means-end analysis of promotion activates
 - » “Push” on energy – “pull” on markets

- **Understanding the users**
 - Basic capacity development needs shall be addressed first:
 - » Safe and efficient use promotion
 - » Focus on typical micro-businesses
 - » Agribusinesses (irrigation, cold-storage, drying etc.)

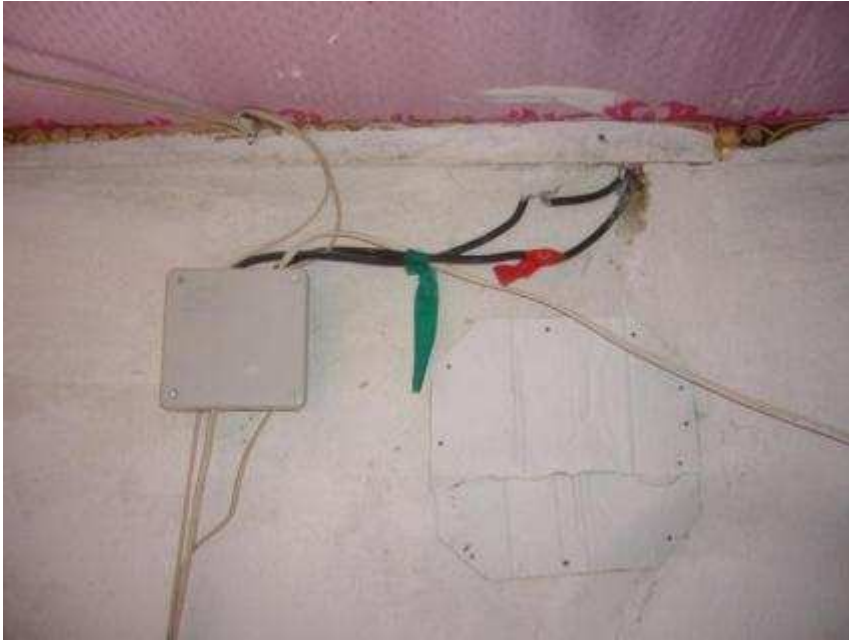
- **Using corporate cultures**
 - Resources for technical solutions for micro business are available at your partners level.
 - Find new partners for more larger or more complex promotion activities

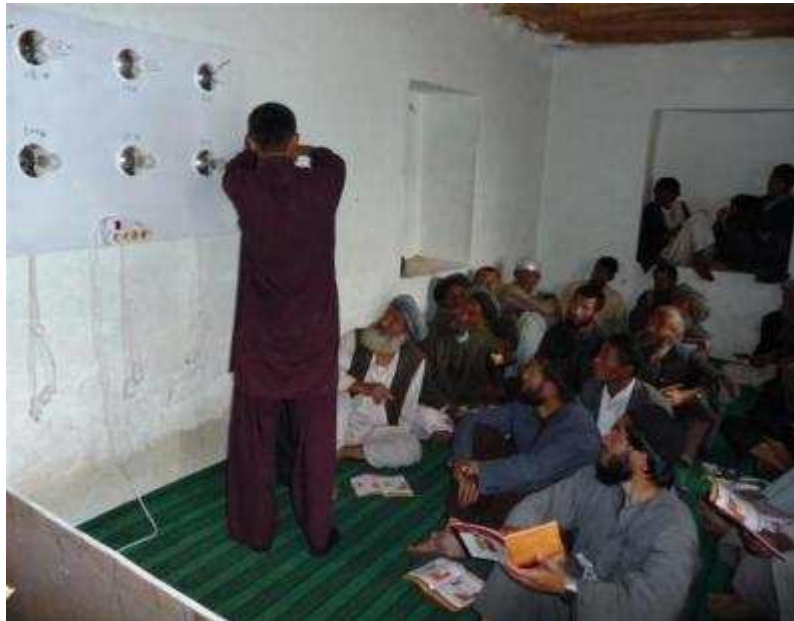
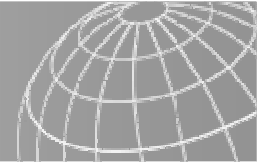


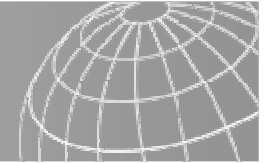
Energy Planning: Prioritised sites

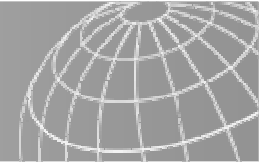


Needs / essential shortages of the capacity of consumers



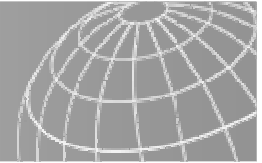


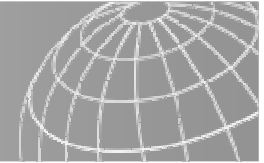


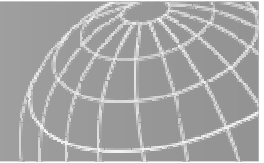


- Standards installations for typical businesses (meters, starter, sockets)
- Advise and assistance in the installation (fixing, belts etc.) of the motor









- Gathering and Information

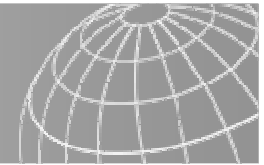


- Business trainings



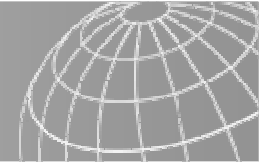
- Counseling and
- Monitoring





Finding value add options in agri-businesses and cooperating with new partners





▪ Holistic approach

1. Energy planning based on productive demands
2. Implementation of quality electricity supply systems with the participation of the local economy
3. Using an operation model providing the right incentives
4. Addressing the **basic needs of consumers**
5. Addressing the **basic needs of micro businesses** in cooperation with the operators
6. Cooperation with other Ministries, promotion programmes in order to promote value chains and larger agri-businesses

» Stay close to the **core processes!**



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