

SOLAR ENERGY ENTERPRISES DEVELOPMENT SERVICES IN MOGADISHU AND KISMAYO

FROM YOUTH AT-RISK TO DEPENDABLE ENTERPRENUERS YOUTH/LEADERS

These are the story of Solar Energy Entrepreneurships Development (SEED) which was formed and registered as a business companies in the year 2018 by Chambers of Commerce, Mogadishu and Kismayo- Jubaland state of Somalia. Most women here depended on their husbands who are casual workers to win daily bread and other family needs while male equally depends on families and friends and the members of these groups were no exception. Seed group has a total membership of 24 women and 24 men. They were driven by desire to improve the quality of life for their families.

The main objectives include pulling together financial resources for investments, as a vehicle/opportunity to access government and non -governmental benefits which can only be channeled through the group. Seed groups are vulnerable youth with a major aim of raising the socio economic standards of its members and the surrounding economy through revolving funds and loaning funding partners / financial institutions

BASI GROUP SUCCESS STORY- KISMAYO

BASI GROUP in Kismayo did redoubled their effort in taking their business level – high thus not only leading in terms of sales made but, also innovation, aggressiveness in business marketing as well venturing into multiple business avenues They are the leading team so far to have established links with big solar companies which they act as an agent on their behalf at the same time, endeavor in establishing their own outlet in rural areas. During the recent organized solar information dissemination and trade fair in Kismayo they portrayed the team spirit and well organized system in show casing of their acquired skills in installation of various solar gadgets, creative and new business ideas and attractive customer care manner.

- BASI Group unlike the other SMEs set a record high in selling assorted solar assets/ accessories worth \$270 during the event in a very pioneering way besides, making other multiple arrangements that were to be sealed after the historical function. During the public gatherings the BASI stand was not only the center of attraction, but equally a pulling factor, center of information desk and above all a business-hub.
- Most interesting they were selling fresh juices and sliced fruits like a hot cake for the public to taste the blended water melon juices using solar energy at the site – and on spot at a reduced price to attract more customers and cash-in to take advantage during the events to quench the thirst of the people in that particular extreme day under the scorching sun.
- In a very creative way they further diversified their business by selling food stuff and other essential household items to bring more customers close to their venture in order to scale up the business income.
- To boost their revenue and increase business growth rapidly they introduced various modes of payments to simplify for their customers & happen to flexible thus, sold assorted materials worth \$930 and making a profit margin of \$145 and a total \$100 for



Basi Group stand display assorted materials



Basi Group on stage explaining how solar function to the Government officials & public



Basi Group on exhibition stand explaining , the public about significance solar to development

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solar repairs and installation services done by the team.

-On the other hand the communities are also happy to see one of their own running such entrepreneurship and bringing services closer to them. Finally, they said the project means to them earthly, a new lease of life, a big stride for the team expecting to develop further with time and would look ahead to be self-reliance hence, our future prosperity, for our family and community “as they said”

-Also they hosted Jubaland TV crew in their shop being a follow-up of recent show/ public information event that they covered and aired in their program thus, a detailed coverage & one-on-one interview will be aired soon.

The team are currently undertaking solar installation services for a police post in new Kismayo and equally community center at the heart of business district- PEACE GARDEN of which the assessments was done and the actual rehabilitation is ongoing after an agreement was reached between the two party. They sold solar materials worth \$300 and labor charges of \$80 for both centre’s.

In nutshell the team is not only exemplary to the rest but, truly a role model and an imminent dependable force. to stay



Basi team leader on top of the roof installing solar to a customer.

DAYAH SUCCESS STORY- KISMAYO

DAYAH in Kismayo focal point person Mr Yusuf is single disable youth but very hardworking and beat all odds to ensure he achieve the objective of the project. He attended the initial solar and BDS training under KTI at the same, undertaking to further and sharpen his skills currently with SEECO. Through his own effort he take their business at par with other established companies he sell both solar products, installations as well repairs with minimal support and supervision from technical experts.They are a among the leading team so far to have established links with some solar companies of which they get supply and order instantly as well endeavor in establishing their own outlet in rural areas. During the recent organized solar information dissemination and trade fair in Kismayo they portrayed the team spirit and well organized system in show casing of their acquired skills in installation of various solar gadgets, creative and new business ideas and attractive customer care manner.

-They so far sold numerous solar assets and installed high level solar WATTS for number of households and business premises including shops, private medical centre of which are currently fully operational. DAYA unlike the other SMEs are likely to set record high in selling assorted solar assets/ accessories and installing worth --- for a company once the An ongoing negotiation which is in advance stages is finalized.

SOLO LIGHT Company floated a proposal to install for a public institution and DAYAD was among the selected and earmarked for the major project that might boost their revenue and increase business growth swiftly.

-On the other hand the communities are also happy to see one of their own running such entrepreneurship and bringing



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Order From Somali Life-Line Organization (Solo) To Dayah Transport Logistics & Supply LTD



Item Description	Qty	Wholesale Price		Retail price (Negotiable)	Remarks
		Unit Price \$	Total		
1: 400 watts Schneider inverter charger	1	1200	1200	??	High probability for the deal to be accomplished once materials are to be supplied once a deal is reached. Agreements signed for the work to start. If this work as planned and expected it will be a breakthrough for DAYAH Company hence, we will be operating in full capacity and become an eye to the rest of SMEs.
250 Watts solar panel	16	150	2400	??	
80 A outback MPPT charge controller	2	300	600	??	
12 V 200 Ah deep cycle batteries	8	305	2440	??	
30 Amph AVS	1	270	270	??	
40 A change over switch	1	120	120	??	
Solar and battery mounting structure	1	1897	1897	??	
Installation materials and accessories	1	850	850	??	
Labour charges			9777		