GENDER AND SOCIAL INCLUSION IN THE OFF-GRID SECTOR

What measures should we take to support vulnerable population segments affected by lack of electricity access in the wake of the Covid-19 pandemic?
Moderator: Margaret Wanjiku, Gender and Social Inclusion Advisor, ACE TAF

Speaker: Olasimbo Sojinrin, Country Director, Solar Sister, Nigeria

Speaker: Dr. Frederick John, Energy Consultant and GESI specialist for ECOWAS, Sierra Leone

Speaker: Ndeye Seynabou Pouye, President of FAADEV, Senegal
Activ African Women For Development- FAADEV in Figures

- Date of creation: 2018
- Number of members: 35
- Number of projects realized: 2
- Number of female entrepreneurs trained: 164
- Number of SMEs formalized: 33
Context

- Need to formalize female entrepreneurs in rural areas into SMEs
- Need to create market opportunities and channel of distribution for agrifood business through: Weekly markets (called “loumas”), national and international exhibition/fairs, supermakets, etc…
- High demand of agrifood products from increasing urbanisation
- Low rate of rural electrification: 38%
- Challenges for Activities Generating Revenues to access to energy to transform products
FAADEV Experience on GESI

- Women Capacity building approach, in partnership with a local solar system manufacturer, « Nadji.Bi Group »
- Solar Solutions design for the different activities run by the FAADEV-member female SMEs
- Business plans development for female SMEs in rural context
- Facilitating Partnership between financial institutions (MFIs & banks) and FAADEV to access to finance with favourable interest rate
- Facilitating access to market and business opportunities
Our Solutions

I. Multifunctional Platforms to:
   • transform local cereals (maize, millet, sorgho, etc…);
   • produce oil from (Baobab, Moringa, Bissap, Coco, Ricin, jujube, etc…);
   • Manufacture soap and distribution of potable water;
   • Animations through socio-cultural and education activities (movies and documentary films, sensitisation, events, etc).

II. Mobile payments
Impacts

- Labelised agrifood Products
- Traceable and simplified method of payments thanks to mobile payment
- Distribution of quality agrifood products in urban areas by well trained female entrepreneurs in rural context
- Financially independent female entrepreneurs in rural context
Challenges to overcome

- Weak rate of formalisation of female SMEs
- High rate of illiteracy of women in rural areas
- High costs of market penetration in urban areas
- Low rate of access to finance for female entrepreneurs in rural areas
- Lack of innovative funding vehicles VS. classic banking system with high interest rates (15-20%)
Impact of COVID-19

- Loumas (weekly markets) are shut down and there are lot of restrictions in movements
- Exhibitions/fairs are cancelled;
- Economic activities are not considered in emergency measures
- Difficulties to repay loans for female entrepreneurs in rural areas
Thank You
Any Questions?

Au delà d’une simple liberté de penser, notre politique repose sur la valorisation de la femme et son impulsion dans l’écosystème.