

EcoEnergy:  
Successfully Implementing Distributed Solar in Pakistan  
EIF Batumi 2018



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# Pakistan: Country Overview



207 Million people

6<sup>th</sup> largest country in world

64% population under 30

# Pakistan: Energy Picture

70 million off-grid

71 million under-electrified

1.2 million businesses off-grid

No significant government grid expansion plan

\$2.2b/year spent on energy

Alternatives (ex: diesel, kerosene)



EcoEnergy is a **utility company** operating in **under-electrified** areas, which installs distributed **solar** energy solutions, using Paygo technology.

**BBOX**

Solar Home System with Pay Go Tech  
Inventory and Billing Management Platform



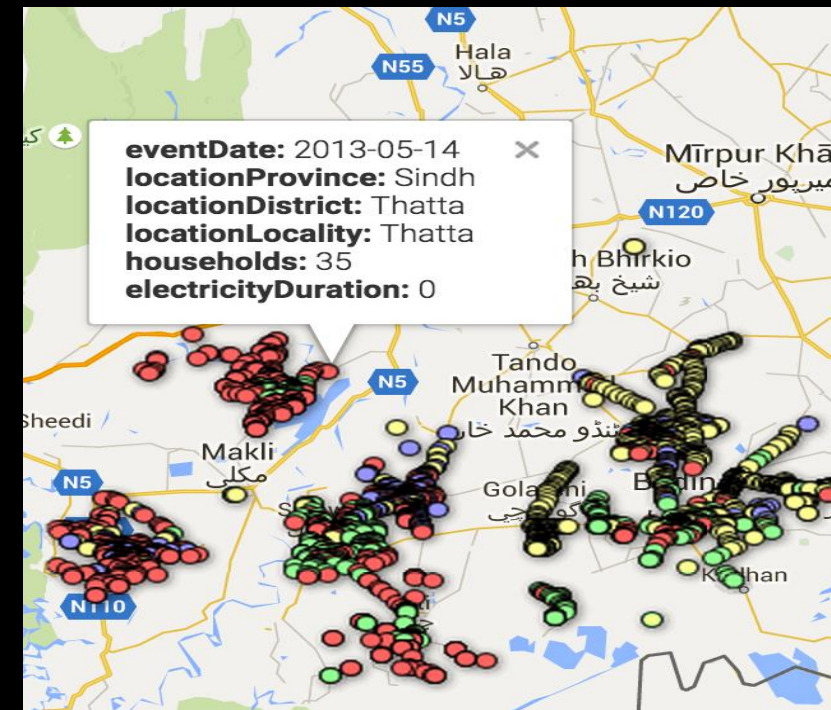
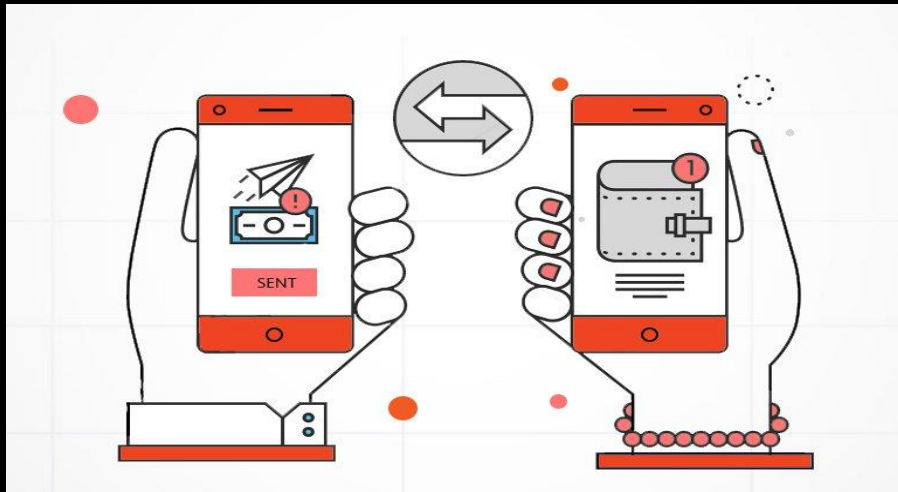
**ECOENERGY**

Customer related IT Infrastructure  
Sales  
Customer Service  
Financing



# Technology

- **EcoEnergy mapping tool** (stores and analyzes data on purchasing power and energy access)
- **EcoEnergy credit scoring app** and tech platform (uses a combination of manual and automated credit scoring capacity for those without a credit score)
- Pay as you go solar home system (GSM chip enabled) ex: BBOXX Hub
- Customized integrated platform which handles things such as billing and inventory management ex: BBOXX Pulse platform
- Mobile money agent network ex: EasyPaisa, Mobicash, Mpesa
- **EcoEnergy app** for customer smartphone which directly accepts **payment**



# Regulatory



GENERAL SALES TAX

IMPORT DUTY

INCONSISTENCY BETWEEN CUSTOMS RULES MAKES IT DIFFICULT TO PLAN

Partnerships with valuable advocates provides entrance to stakeholder meetings with Pakistani government officials



# Recommendations to enable Replication across CAREC

- Government Policy should prioritize electrification of rural communities that are under-electrified and off-grid, they are being under-utilized and have limited ability to contribute to the national economy without basic infrastructure like electricity
- Distributed solar is a cheap and quick way to supplement the conventional grid, it can also be integrated with microgrids
- Support private sector utility companies who are willing to serve under-electrified areas and who have an on the ground presence in your country and hire locally
- DFIs can provide support for capacity building ex: IFC Lighting Pakistan Program, KFW building working capital facility for paygo companies like EcoEnergy
- Consistent regulatory framework that makes it easy for a private company to anticipate costs and plan
- MFIs who want access to customers outside formal financial sector can partner with paygo companies which give customers a reason to open mobile money accounts and have much further reach than MFIs typically