

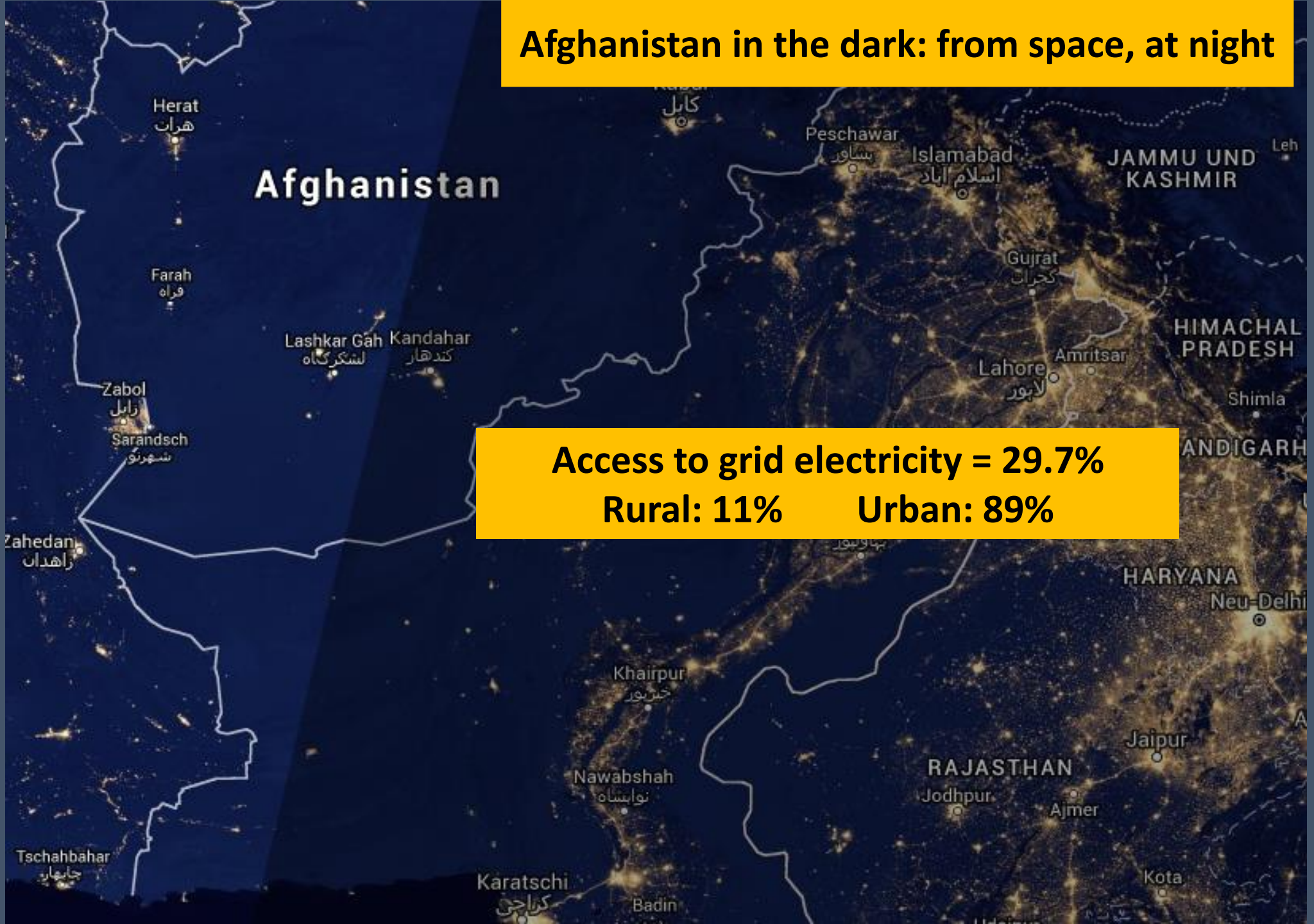


Shedding Light on the Darkness...

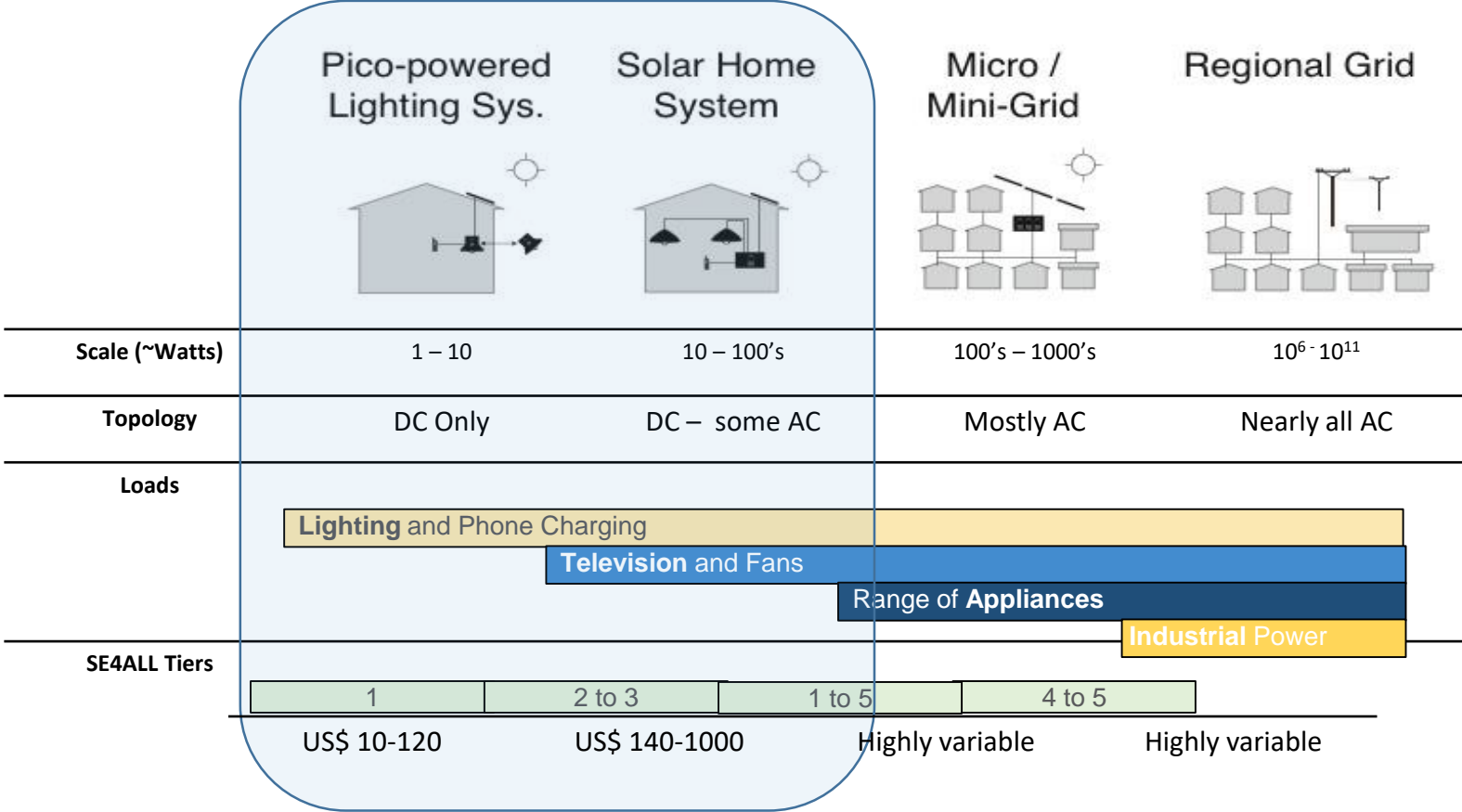
Leveraging Market Forces
The Key to Economic Development

Where's the *POWER*, Harriett?

Afghanistan in the dark: from space, at night



While we have focused on pico power, we are moving up the ladder in our focus...



“Off-grid solar” refers to the following products:
pico-PV lighting and Solar Home Systems.



< 10 Wp

Pico-PV lighting products

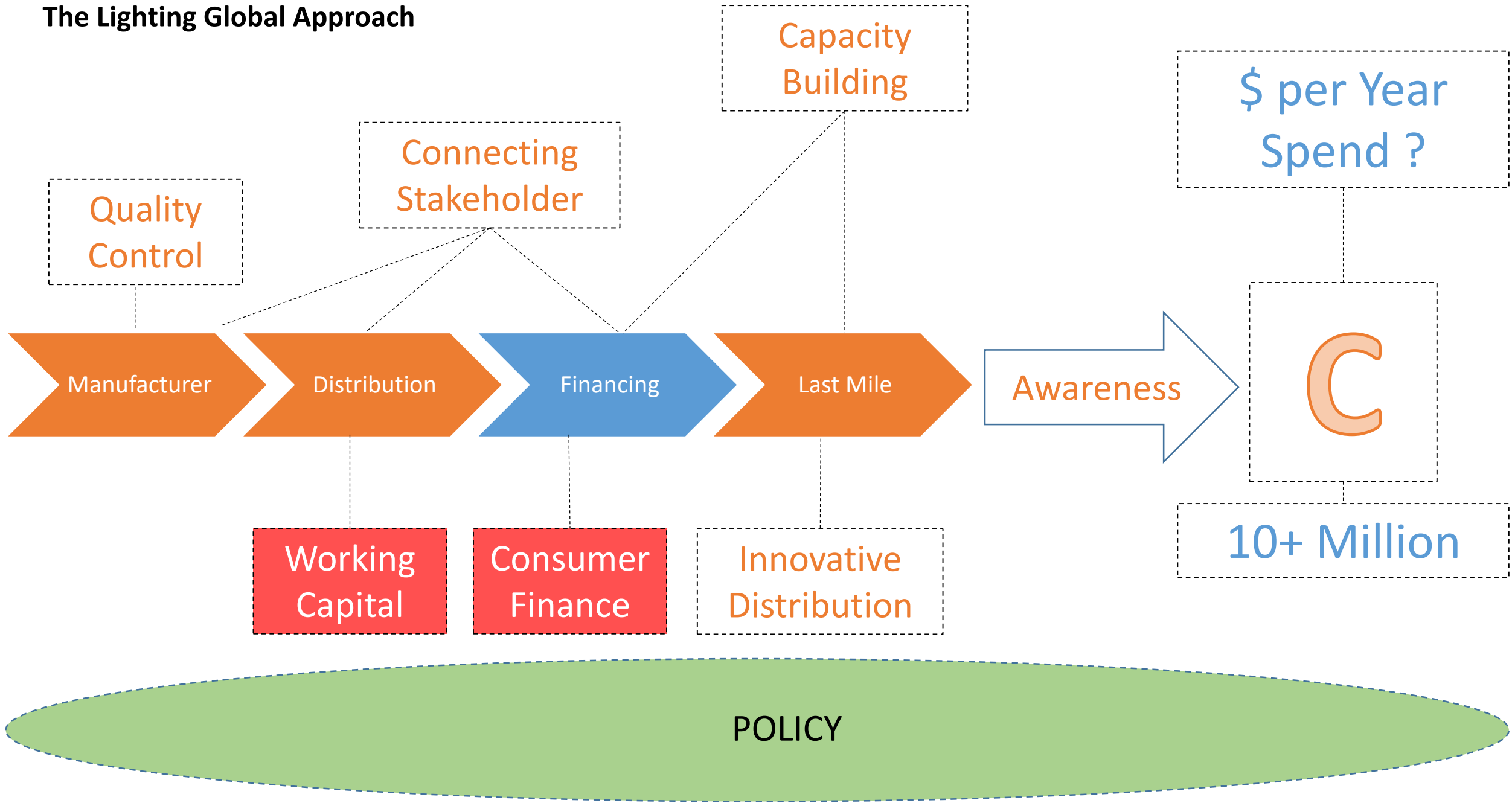


< 100 Wp

Solar Home Systems

<http://www.lightingglobal.org/products/?view=grid>

The Lighting Global Approach



Summary of Lighting Afghanistan activities:

1. B2B connections/trade events: partnerships to reach the last mile. i.e. MFIs, NGOs,



2. Consumer surveys: understanding consumer needs, requirements, aspirations and WTP



Dissatisfied, how much spending?



Summary of Lighting Afghanistan activities:

3. Training and capacity building for partners along the supply chain



Summary of Lighting Afghanistan activities:

4. Activations: consumer awareness/education campaigns

