

Energy Access for NABARD Rural Marts

SELCO Foundation



*A Self Help Group in Theni, Tamil Nadu
using a Solar Powered Oil Mill. The
products made are supplied to a
NABARD Rural Mart in the region*



SELCO Foundation

SELCO Foundation is a research and development organisation that works at the intersection of sustainable development and decentralised energy access. It works directly in 5 states of North East, East and South of India.

It aims to empower communities with technology and energy assets with which they can build and grow livelihoods.



NABARD - Livelihood Enterprise Development Program and Rural Marts

The National Bank for Agriculture and Rural Development (NABARD) is an apex bank of India working towards agriculture and livelihood development.

NABARD's Programs are a step towards creating decentralised economies. Local production and processing clusters are created to serve primarily local consumptive needs via Micro-financing and Micro Enterprise Development. Self Help Groups led by women provide goods to rural marts and also manage these markets.

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*NABARD Rural Mart in Theni,
Tamil Nadu with a Solar Powered
Refrigerator and Lighting*



About the NABARD Program

Training and Capacity Building of Micro-Enterprises

- Women led Self Help Groups are selected and empowered via NABARD's Livelihood and Enterprise Development Program
- NABARD ties up with affiliated NGOs and other resource organisations in the region to facilitate such trainings.
- The program focuses on a cluster development approach with region based livelihoods developments. It provides the following trainings
 - Intensive training for skill building
 - Refresher training
 - Backward forward linkages through avenues like local Rural Marts
 - Hand Holding and mentorship

Capacity Building

Women led Self Help Groups are selected and empowered via NABARD's Livelihood and Enterprise Development Program

Market Linkage

The Self Help Groups can retail their produce through local Nabard Rural marts for local consumption



Infrastructure

Panchayat allocated community centers or common areas used for production space

Financial Linkage

Financial loan products available through Nabard for the Self Help Groups. Eg: Interest Subvention Scheme for Women SHGs under DAY-NRLM

Identified Opportunities for Decentralised Renewable Energy & Production/Sales Enhancement Interventions

- Local economy can be strengthening through empowering the local Self Help Group with renewable energy based technological interventions
- The Interventions seek to develop models for fighting climate change while alleviating poverty.

Potential for Replication & Scale

- 34 Rural Marts and supporting SHGs can be empowered through renewable energy interventions across the state.

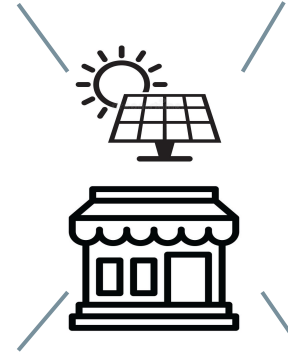
Capacity Building

Capacity building for integration of automation, technology usage and production capacity enhancement

Market Linkage

Training on market positioning and diversifying marketing avenues covering

- Brand positioning, Packaging,
- Product photography,
- Activation of digital platforms



Technology and Infrastructure

Technological and Infrastructure Interventions for

- Increase in production & wellbeing
- Improvement in product quality
- Optimise operational cost
- Environmental sustainability

Financial Linkage

Unlocking of schemes for technological interventions. Suggestion on appropriate loan products based on business model and value proposition

Pilot Implementations at Theni, Tamil Nadu

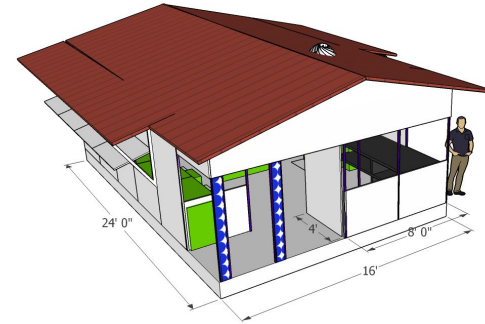


மய்யின் சுவை
உணவுப் பொருள்கள்

சிக்கன் பொடி



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Top to Bottom (L to R) A Self Help Group in Theni using a Solar Powered flour mill. Branding and packaging for a Self help group selling curry masalas, Jute Product stitched by a self help group, Solar panels powering oil mill, flour mill, wet grinder, roti rolling machine and 3D visualisation of Tailoring unit for 10 member self help group in Theni

Pilot Implementations at Theni, Tamil Nadu

SHG 1 - Tailoring Unit

Jute related articles like bags, folders, etc and cotton bags

Energy Efficient workspace (16ft*25ft) and solar powered Industrial sewing machines x 5

Solar Details:
2.5 kWp, 5 kVA Inverter

SHG 2 - Food Processing Unit

Health Mix, Wheat flour, Rice, Ragi Flours and Idli, Dosa batter and Sweets

Solar powered Flour Mill 2hp + Wet grinder, 2 hp + energy efficient biomass Cook stoves

Solar Details:
3 kWp, 6 kVA Inverter

SHG 3 - Food Processing Unit

Chicken, Mutton, Fish Masalas, Chilli Powder, Turmeric Powder

Solar powered Masala Grinder, 2hp + Biomass Cook stoves

Solar Details:
3 kWp, 6 kVA Inverter

SHG 4 - Food Processing Unit

Coconut, Groundnut, Gingelly oils, Millet and Rice Papads

Solar powered Oil Mill, 2 hp + Roti Rolling machine

Solar Details:
3 kWp, 6 kVA Inverter

NABARD Rural Mart
Solar powered
Lightings, Printer &
Fridge- 100L

250 Wp

Partners and Stakeholders

Training and Capacity Building: Social Mass Service Trust, Theni

Program Initiation and policy : NABARD, Theni

Technology and Infrastructure: Selco Foundation

End users : Self help groups trained under the LEDP Program

Thank you

SELCO Foundation
www.selcofoundation.org

