



**POSITIVE PLANET  
INTERNATIONAL**

## Economic growth through sustainable access to renewable energy solutions in rural Lesotho

Newsletter 06 — May 2019 to August 2019



Rural Self-Help  
Development Association  
Mokhatlo oa Ba Ithusang Ho Itšebeletsa Metseng



reciprocity



Co-funded by the European Union

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## INDEPENDENT DISTRIBUTORS

A key activity of the project is to identify, train and support 40 Independent Distributors (IDs) to sell and distribute Energy Efficient and Renewable Energy (EERE) solutions, in addition to provide after sales services. So far, the project team focused on the districts of Berea and Leribe, where 11 IDs have been recruited and signed their contracts, 9 of them being women. The IDs were selected to represent all the agricultural resources centres of the districts to ensure wide geographical coverage.



The IDs received a three-days training from the 4th of June to the 6th of June 2019 with the aim of equipping them with knowledge and skills on EERE devices. The training started with collecting expectations from the IDs and their concerns. Furthermore, the training covered 'what climate change is and ways to adapt and mitigate it, the products description and benefits'. As part of this session, IDs were given products without prior learning to go and test if they are easy to use. They also received training on selling and marketing skills for them to be able to reach more people and increase the sales and their commission.

*"I have seen so many people struggling in our communities and rural areas due to lack of electricity, so when I heard about Positive Planet and RSDA programme I said this is where I want to go and change the world outside." **Lipuo Palime**, Independent Distributor*

*"From the training since Tuesday until today I learnt about how the solar light is going to help us to protect our families and villages." **Ntsubise Mopeli**, Independent Distributor*



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## **RSDA TRAINING**

From the 12th to the 18th of June 2019 the project team started the training of RSDA staff on business model, customer segmentation, distribution and channels, after-sales services, performance management, monitoring and communication skills. All the training material has been developed following the training needs assessment undertaken in December last year. The approach ensured an interaction and engagement of the participants throughout the sessions using different techniques such as role-plays, workshops, brainstorming and group exercises.



All the participants received a certificate of attendance at the end of the training. This week of training will be followed by many more exercises and coaching sessions to build further RSDA's capacity in developing a sustainable business model.



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## AWARENESS RAISING SESSIONS

Many awareness raising activities have taken place in the past few weeks in the districts of Leribe, Berea, Maseru, Mafeteng and Mohale's Hoek. The objectives of these sessions are to raise awareness on the harmful impacts of fossil fuel and biomass and showcase the benefits of clean energy products. Demonstration kits are used for this type of public displays allowing customers to place orders with payment on delivery.



## SALES

A significant uptake in sales of solar lights and solar home systems was experienced in August. The sales are mainly done on a cash and carry basis but for customers who cannot afford to fully pay by cash, easy terms are offered such as lay-by i.e. a 3 months instalment option. The project team is also investigating alternative methods of payment that could boost the sales such as PAYGO.

One Independent Distributor, Mé Malichaba Jankuru aged 67, had significantly performed well in terms of sales and had been nominated for the 2019 Positive Planet award. Thanks to her, Leribe district has the highest number of sales.

## UPCOMING EVENT

The University of Pretoria organises a public lecture series on solar energy and photosynthesis. Larissa Setaro, Project Manager, Positive Planet International in Lesotho and Casper Sikkema, Managing Director, Solar Works! in Sub-Saharan Africa, will co-facilitate a session on innovative business models for solar energy in rural areas on the **26 September 2019 from 5:30 to 7 pm at the University of Pretoria.**

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