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D.LIGHT: SELLING SOLAR TO THE POOR



Introduction

D.Light is a firm whose core business is to offer solar products for use by those who have limited access to electricity in developing nations. The company identified over 1.2 billion people globally who suffer from a lack of electricity facilities , and therefore, aimed to be a change maker by bringing solar based goods into their lives.



The background of the slide is a historical painting of a coastal city. In the foreground, several large wooden sailing ships with multiple masts and white sails are in the harbor. To the left, a group of smaller, long wooden boats is visible. The middle ground shows a large body of water with a few more ships. In the background, a city with numerous buildings, including domes and minarets, is built on a hillside overlooking the water. The sky is filled with soft, golden clouds, suggesting a sunset or sunrise. The overall style is that of a 19th-century landscape painting.

Business Model

D.Light operates based on the lowest priced solar units like the solar lanterns and home systems which are sold on the pay as you go system. This model enabling families to get solar power without having to put down large-sum payments. To finance its program the company has signed venture agreement with micro finance institutions and other players in the region to make the solar energy financing flexible enough to cover the poor households.



Impact and Results

Through the offering of affordable solar solutions, D.Light has improved the lives of millions of people. The products not only enhance accessibility to electricity which in turn enhances health, education and productivity due to the elimination of kerosene lamp which is unhealthy and hazardous to the environment.



Conclusion

The success story of D.Light demonstrates how firms with ambitious goals for flexible, affordable products that serve unmet consumer needs can succeed. In addressing energy access, therefore, D.Light has shown how a social business model can generate sound financial as well as social implications.



Resource

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