



70+  
Livelihood  
Products

Overall 20,000+  
Livelihood  
Interventions

## Sustainable Livelihoods:

Today, about a billion people are estimated to be living in poverty of some kind. Many of them do not have access to consistent energy, which would have allowed them to consider opportunities for gaining additional revenue. The energy gap and the opportunity gap for a living are closely related.

Many contemporary improvements in productivity and means of subsistence have been concentrated on a centralised industrial scale, whose advantages do not filter down to the underprivileged and whose ownership does not transfer to them. Decentralised and individualised innovations are required for the poor. The procedures around ownership models, finance models, supply chain models, and service delivery models are frequently ignored in favour of innovation that focuses solely on technology.

## SELCO's Interventions:

- Small Household Enterprises
- Agricultural based Livelihoods
- Animal Husbandry based Livelihoods
- Art and Craft based Livelihoods



SELCO is a social enterprise established in 1995 with the philosophy of poverty alleviation through enabling access to sustainable energy solutions and services to under-served households and businesses in rural areas.



## LIVELIHOOD

integrating livelihood with  
sustainable energy solutions



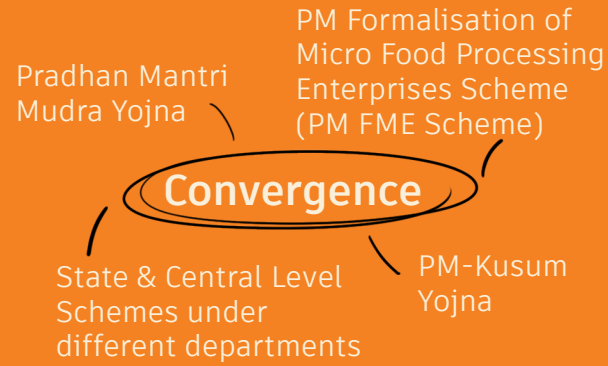
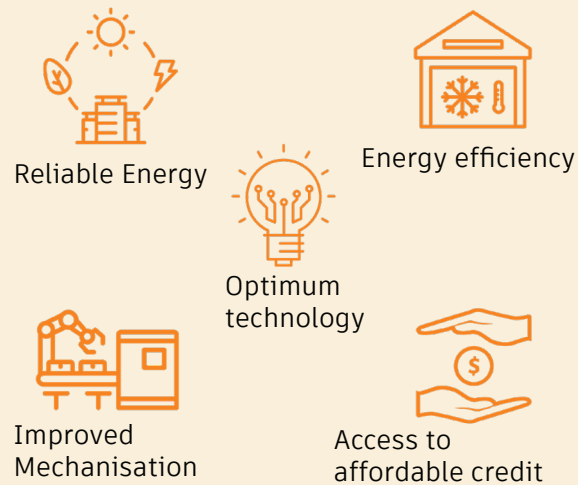




## Challenges

- Lack of mechanisation
- Drudgery leading to poor life quality & long term health issues
- Inaccessibility of reliable energy & dependency on dirty fuel
- Gender inequality in entrepreneurship
- Difficult access to institutional credit
- Lack of enduser finance
- Poor supply chain & market infrastructure
- Lack of proper storage facilities
- Erratic weather patterns

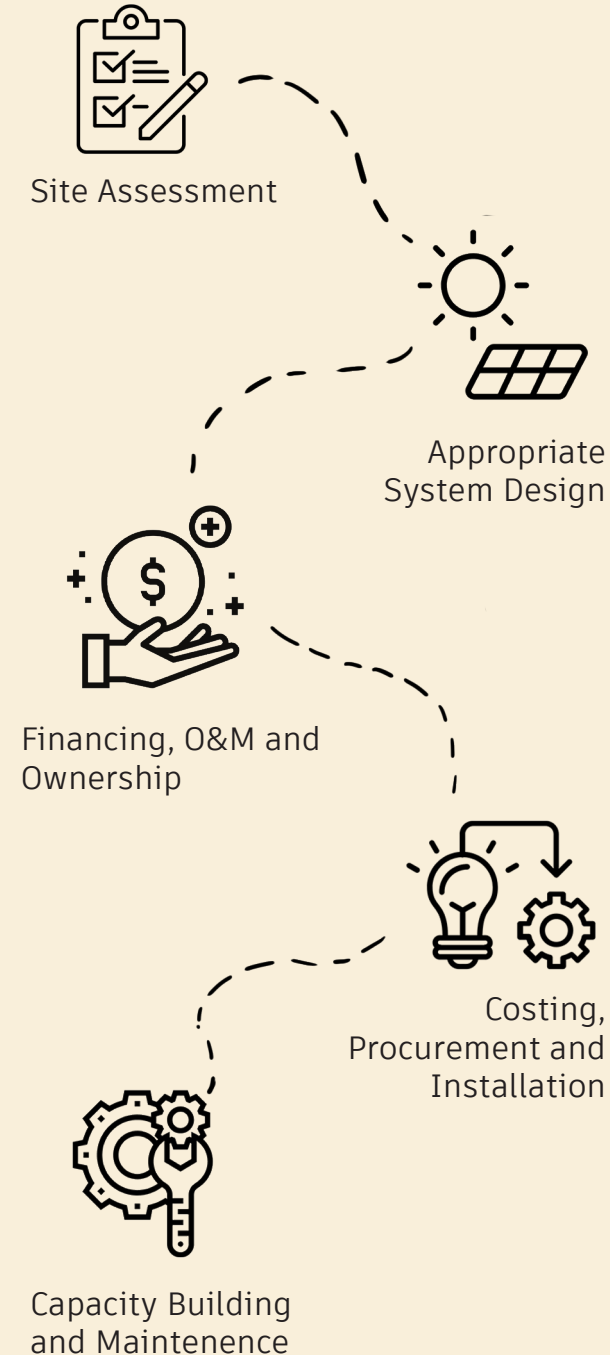
## Solutions



## Solar Power based Livelihood solutions:

- Sewing machines
- Blacksmith Blowers
- Milking machines
- Photocopy machines
- Rope making machines(Coir)
- Incense Stick making machines
- Roti Rolling machines
- Snack making machines
- Chilli Pounding machines
- Pottery Wheels
- DC Refrigerators
- Cold Storages
- Hydroponics
- and many more...

## Approach



### Individual Level

Micro Entrepreneurship  
Women Empowerment

### Community Level

Traditional Livelihoods  
Agritech Solutions  
Handicrafts

## Did You Know?

Productivity drops by as much as **4% per degree** when temperatures rise above 27° Celcius (80° Fahrenheit) in workplaces requiring manual labour.

Energy efficient appliances can consume **60-70%** lesser energy.

Scan the QR code to watch our video on *Livelihood Solutions*



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