



## GLOBAL SOCIAL BENEFIT FELLOWSHIP (7 WEEKS)

**Name of social enterprise:** Pollinate Energy

**Mission statement:** Bringing life-changing products to people who need them most

**Webpage:** <https://pollinateenergy.org/>

**GSBI 2016 business plan presentation:**

<https://www.youtube.com/watch?v=HmjsQDKGFYw>

**Headquarters:** Bangalore

**Location(s) of research:** Bangalore, and perhaps some other Indian cities

**Impact to date:**

- Life-changing products: 25,796
- Lives impacted: 118,661

**Background:** Pollinate Energy trains micro-entrepreneurs to start their own businesses serving slum communities in India. These entrepreneurs are known as “Pollinators.” Every Pollinator is allocated a geographic region within a city, each region containing between 20 and 50 urban slum communities, which the Pollinator will service. Pollinate Energy began by selling solar lights. Over time the product range has grown to include cookstoves, water filters, mobile phones, mosquito nets, solar fans and more. The Pollinators provide Pollinate with valuable feedback on its customers’ wants and needs.

**The challenge:** Pollinate is launching its third major impact assessment in 4 different city locations and 5-10 product categories, consistent with the expansion of the organization over the past 3 years. Data collection will be initiated by staff and volunteers in early 2018, but has requested help with data analysis and writing. The enterprise is also looking for new video content to communicate its impact.

**Action research products needed:**

1. Support the completion of Pollinate Energy’s social impact study. This will require the analysis of quantitative data gathered by others, plus leading the writing of the report. Some field work will be included as well to verify and further develop customer testimonials and impact on the Pollinator team.
2. A video that draws from and reinforces key messages from the social impact study.

**Student skills needed:** data analysis, critical writing skills, videography. This is a writing intensive project.

**Keywords:** micro-entrepreneurship, urban slums, social impact assessment