



Miller Center

for Social Entrepreneurship

Name of social enterprise: Gham Power Nepal Private Limited

Mission statement: Empowering Rural Nepali Communities To Thrive

Webpage: <https://ghampower.com/>

GSBI 2019 business plan presentation:

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

Headquarters: Maharajgunj, Kathmandu

Locations of research: Maharajgunj, Kathmandu

Background: Of the 18 million people in rural communities of Nepal, 2.5 million are smallholder farmers: 60% are women, and each farmer is supporting about a family of 5 people, earning an average of \$2.7 per day. The farmers own about an acre of land, where they plant traditional crops like rice, maize, and millet. The lack of access to timely agricultural information, lack of financing, and vulnerability to climate disruption of precipitation are obstacles to the sustainability of these households. Gham Power addresses these with its 'Yield Improvement in a Box' solution that includes customized solar-powered agro-processing equipment, financing facility and agri-advisory services to rural smallholders, leveraging the power of its technology platform, network of local agents, and partnership with microfinance institutions.

The challenge: Gham Power seeks to scale its impact by reaching more farmers with greater value. To do this, it has launched a strategic initiative to innovate operational efficiencies in its sales agent training processes, customer engagement, and social impact data collection.

Action research products needed:

1. Innovate more efficient, standardized sales agent training and engagement practices and technological tools. Working with the local team, design and test new operational procedures that take full advantages of Gham Power's digital technology platform. These practices and tools would develop marketing, outreach, and training resources for workshops for local agents, deploy an assessment framework to qualify agents, and monitor their performance over time.
2. Design social impact assessment processes that are more efficient to gather and able to report impact more robustly. This report would present an impact assessment model, identify key impact metrics, test the relationship between business and impact metrics, and develop a set of IT-enabled procedures to make these processes more efficient.
3. Marketing resource toolkit. Working with the local team, critically evaluate current marketing messages and resources, and collaboratively develop new tools.

Student skills needed: quantitative analysis, technology platform development, design thinking, digital marketing, training, and social impact analysis.

Keywords: sustainable rural development, agricultural technologies, farmer training, customer engagement, social impact assessment, marketing resources.



Miller Center for Social Entrepreneurship