

“WONDER WOMEN” (IBU INSPIRASI) **WOMEN ECONOMIC EMPOWERMENT PROGRAM**



KOPERNIK RECRUITS & TRAINS WOMEN IN THE LAST MILE TO BECOME MICRO-SOCIAL ENTREPRENEURS THROUGH CLEAN TECHNOLOGY DISTRIBUTION

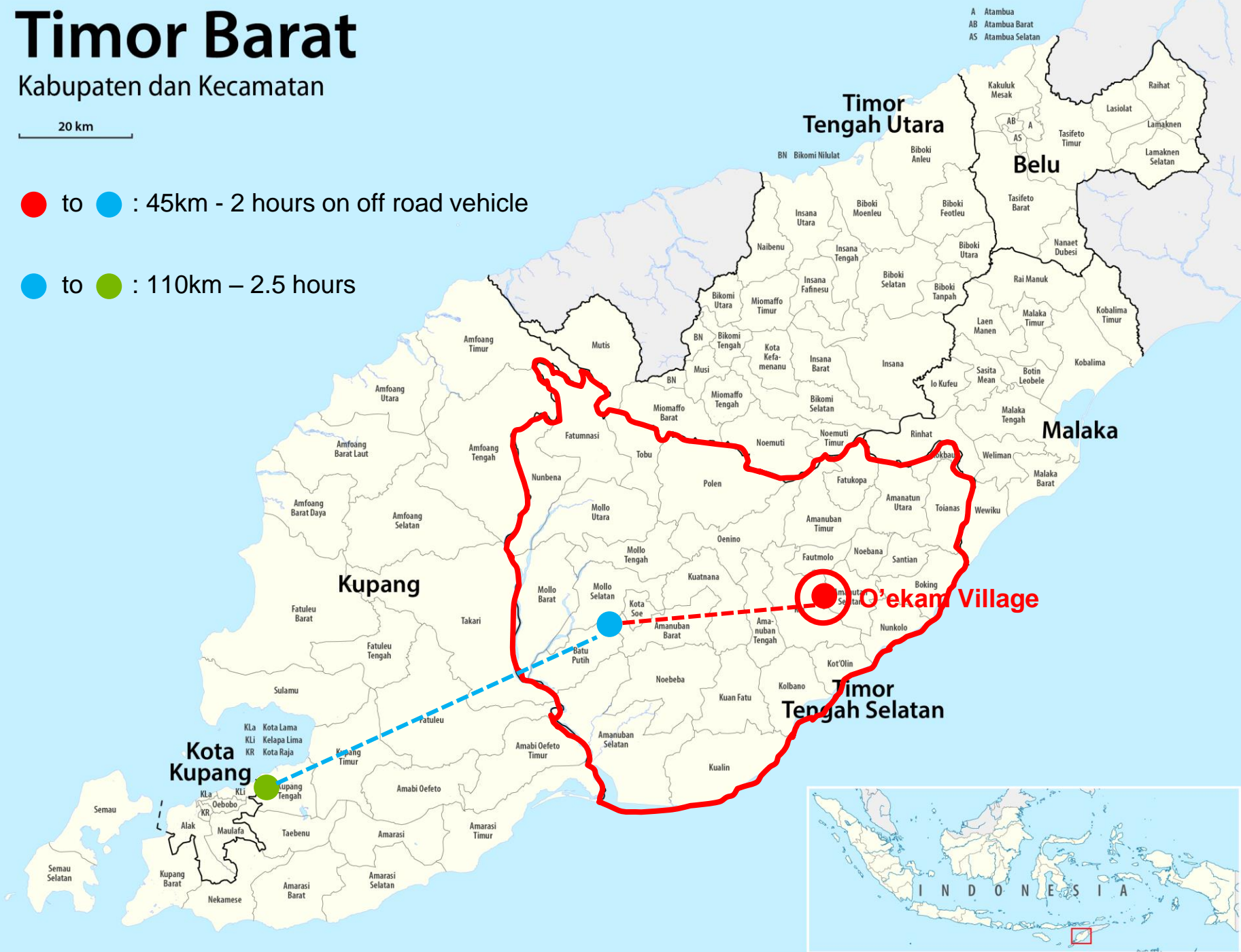
Timor Barat

Kabupaten dan Kecamatan

20 km

● to ● : 45km - 2 hours on off road vehicle

● to ● : 110km – 2.5 hours



CLEAN ENERGY TECHNOLOGIES

COOKING



WATER PURIFICATION



SOLAR LIGHTING





MY JOURNEY

- Joined since October 2015
- Underwent training on clean tech, simple book keeping; sales techniques, and received marketing materials (fliers, posters, t-shirt, etc.)
- Started on consignment model then cash-and-carry





MY JOURNEY

- Dedicate around 15 hours per week for the business
- Sold more than 850 units of technologies (\$1,200 in value)
- Even sold to neighbouring country (Timor Leste) through her network
- Distributed lights to ~65% of households in her village.



BUSINESS ACTIVITIES

- Mapping of potential buyers / area – primarily village without electricity
- Conduct promotions at strategic places and during community gathering (local market, village office, schools)
- Focus on promoting the benefits such as: economic savings, practicality, productivity





BUSINESS ACTIVITIES

- Offer warranty and after-sales services
- Set price according to official price list (avoiding conflict with other agents)



CHALLENGES

- Very poor road access
- Limited purchasing power of villagers (seasonal income)



ASPIRATIONS



- New area expansion
- Government advocacy to leverage the Village Fund

ASPIRATIONS



- **Connection to MFIs offering credit for clean-tech purchase**
- **Business development training**
- **Additional new clean technology**

#100% VILLAGE COVERAGE



TERIMA KASIH