



DIVERSIFICATION OF REVENUE STREAMS TO ENSURE FINANCIAL SUSTAINABILITY IN A LOW-INCOME SMALLHOLDER FARMER MARKET

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Mobile Solar Pump and Business Model

- SEE uses a lease-to-own business Model to promote solar powered irrigation
- Extension services and market linkages for the produce
- Currently promoting newly designed mobile solar pump irrigation system (Kanyumba Plus)
- Pump (50,000 L/hr); Solar panels (1820 Watts); 10m Sanction pipe; 100 m Delivery pipe; 15 m DC cable, Solar pump house.



Malawian market and challenges

Market

- Malawi has over 60,000 ha under rice cultivation, only 15% is irrigated (AICC,2017).
- In Karonga;
 - ✓ 13,000 ha under rice cultivation, only 2,500 under irrigation.
 - ✓ Karonga alone has a TAM of 2,200 solar pump irrigation systems with potential revenue of \$7,915,476



Challenges

- Forex shortages drives up the prices of raw materials.
- Low incomes & climate change among smallholder farmers affects sales of pumps

Financial Growth Vs Seasonality

- Bundling sales of solar pumps with purchase of farm produce
- Engaging in construction of solar powered irrigation schemes
- Engaging in partnership with financial and microfinance institutions (FIs/MFIs).



Product-Market Fit

- Get feedback from the end-users (farmers etc)
- Determine pain points and needs
- Adjust product/service design and portfolio



Kanyumba Plus Irrigation package



Kanyumba Irrigation package

Koyenda Irrigation package



Lessons Learnt

- Export produce purchased from farmers to different countries to generate forex for the business
- Organise farmers into manageable Water Users Groups [WUGs] (2-5 farmers per WUG)
- Diversification of the revenue streams is vital for business growth



THANK YOU!!!

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