



POLLINATE  
ENERGY



EMPOWER  
GENERATION

# ANNUAL REPORT

## 2017 - 2018



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## Message from the CEO

Two years ago as I prepared to take on the role as CEO of Pollinate Energy I looked around the room and had a shocking epiphany. While I was making an incredible leap forward in my career as a young woman leader, I was in fact the only remaining female staff member in our team. This was unsettling, not because I don't believe in the passion and commitment of our male staff, but because I had thought that having a woman co-founding and CEO team was enough to ensure diversity in our organisation. I was wrong. Identifying and enabling women to join our organisation in a country where only 26% of women work (half of the global average) and only 5% in the formal economy was going to require

more attention. And we needed to pay attention, because if we're serious about bringing life-changing products to families in poverty at scale we have to include women. Women who work or generate savings use those funds 90% of the time to invest in the advancement of their families, and as the household energy and productivity managers they are best placed to understand the products that they need to liberate their time, provide opportunities to their children, save money and improve household health.

Throughout 2017 I led our team on a new direction - bringing women on to our staff, recruiting more women as Pollinators, and identifying new products that would address

the issues women faced in the home - the most surprising of which was a quality pressure cooker which saves women time and makes cooking safer - a household staple for Indian families! But that wasn't enough. As I started to investigate further, I heard of the success of others in our sector. Organisations like Empower Generation in Nepal. They had proven that by providing women with the chance to earn an income and grow a business in last-mile distribution, women's decision making in the home increased by 70%, and 8 out of 10 women engaged in community leadership roles resulting in lasting social change for their families and communities. We needed to be part of this revolution - and now we are.

In early 2018, we merged with Empower Generation, a first-of-its-kind partnership leveraging our strengths to deepen our impact at scale. The results so far are incredible - by introducing our sales operation approach from India we've seen a 158% increase in high-impact product sales in Nepal. By leveraging Nepal's approach to women recruitment we've co-created a new model which has already empowered 20 more women in Bangalore's city slums. And that's just the first three months.

Over the past year I and my colleague Anya Cherneff from Empower Generation have reflected, questioned, benchmarked and challenged - motivated by the question of how we can have greater impact. The challenges that we are addressing are complex and interconnected. Energy poverty cripples women and children who are exposed daily to toxic fumes and time-consuming labour collecting fuels, which when burned generate environmentally harmful carbon emissions. Women without free time and good health cannot become active members of the economy limiting their families' growth. Children in the worst case die early of respiratory illness and in

the best case can't complete their education as they can't keep up at school without light to do their homework, or they are forced to leave so that they can earn an income. These challenges exist at the nexus of gender equality, climate, clean energy and access to basic needs, and ultimately prevent billions of people from living a life of dignity and reaching their true potential every day.

When faced with challenges this complex - we as leaders must find ways to be innovative and bold. When faced with problems of this scale - we as leaders must be collaborative and committed.

Our experience over this past year bringing two award-winning social enterprises together for greater impact has been phenomenal. Never before have I learned so much, been so inspired by my team and my peers, and felt so hopeful about our future. It is my honour to have the opportunity to continue to carve this path, and I am so grateful to our supporters who helped us take a risk and believed in our vision. We have set ourselves ambitious goals of empowering 1,000 women and reaching 1 million people with life-improving products by 2020 - here's to another big year ahead!

Alexie Seller  
Chief Executive Officer

Image (from left to right):  
Amreen, Pankaja, Sunil, Jagannath and Alexie





# Key achievements



# POLLINATE ENERGY *merges with* EMPOWER GENERATION

We are thrilled to have joined forces with U.S.-based social enterprise Empower Generation, and their Nepal-based partner, Kalpavriksha, this year to sustainably address the intersection of two major challenges which keep people in poverty - gender equality and access to basic needs.

Our missions could not align better. Both Pollinate Energy and Empower Generation empower local entrepreneurs - predominantly women - to establish sales and distribution businesses who serve the most marginalised communities, delivering life-improving products and meaningful income to people living in poverty.

After just three months of joining forces we have seen some incredible results. By leveraging our sophisticated sales operation - including salesforce technology, management processes, product selection and incentive structures - we've already seen a phenomenal upturn in Nepal yielding an increase of 158% in sales. They have also been able to trial payment plans extending their reach to lower income families, and have managed to graduate 50% of their newest women entrepreneurs to higher levels throughout the transition. While integrating our operations in Nepal, we learned from

Nepal's expertise in women empowerment and have identified key areas for improvement across the operations in India.

We have recognised that there are unreasonably high barriers in the recruitment process that prevent women from joining our India Pollinator team (such as hours of work and travel requirements) and that sales teams are less likely to invest time and effort in helping women achieve higher performance goals. By addressing these in the short term, we've already seen three of our women Pollinators in Bangalore increase their sales by 100% to now become company top-performers, and have identified two women rising stars to mentor into higher performance from other hives.

We have also developed a new opportunity for women from our city slum communities to join our team as entrepreneurs serving their own community, which will be piloted in the coming months. We believe that this will enable us to bridge a critical gap for under-educated women who are excluded from the workforce, so that they can access our model which provides professional skills and creates decent and meaningful jobs.



From left to right: Sita Adhikari CEO of Kalpavriksha Greater Goods, Anya Cherneff Founder Empower Generation, Alexie Seller CEO Pollinate Energy.





# HIGHLIGHTS *of the year*

## AUGUST

Launched rural relocation program

Enabled four women from rural villages to join our Hyderabad team



## JUNE

Six-month family impact goal reached

40,000 people positively impacted in six months

## SEPTEMBER

Political rise of three entrepreneurs in Nepal

One woman was elected as Ward Member and two as Deputy Mayor



## JANUARY

Launched new Sales and Marketing training program

Established new three-tier entrepreneurship model complete with training methodology and incentives for growth

## APRIL

We merged!

Pollinate Energy and Empower Generation merged to become one entity

## MAY

Pollinate and Empower represented at SE4ALL Europe

## DECEMBER

New Pollinator LLP company established

Providing employment benefits to Pollinators India wide





# OUR COMBINED *outcomes*

## 2017/2018



Number of local entrepreneurs employed and trained



Number of people positively impacted with life-improving products

**INDIA**

**36**

(40% women)

**43,350**

**NEPAL**

**69**

(100% women)

**14,265**

**Combined impact**

**105**

(79% women)

**57,615**



# OUR COMBINED *impact to date*



Number of products provided



Number of people positively impacted



Household energy expenses saved by families (AUD)



Displaced CO<sub>2</sub> from replacing kerosene and candles with clean energy



Number of local entrepreneurs recruited and trained

**INDIA**

**32,305**

**147,361**

**\$5,088,677**

**\*10,979 tons**

**164**

Full Time Sales Agents

**200**

Community Agents (\*\*Worker Bees)

**NEPAL**

**59,300**

**296,500**

**\$2,853,668**

**13,046 tons**

**20**

Women Entrepreneurs

**315**

Sales Agents

**Combined impact**

**91,605**

**443,861**

**\$7,942,345**

**24,025 tons**

**699**

\*298,629 CO<sub>2</sub> (black carbon)

\*\*Who earn income from referring product sales



# IMPACT ON AN *entrepreneur*

100% see their income grow  
and build confidence  
100% feel respected for their work and  
believe it is important and appreciated



# IMPACT ON *family*

Annual income savings:  
\$85USD (15% of annual income)  
Children are able to study 17% longer



“Entrepreneurship is the only way to move women’s rights forward. It gives women an income and an individual identity, giving them decision-making power and agency in their own lives, which leads to community respect.”

- Sita Adhikari



# Sita Adhikari

## Chief Entrepreneur

Sita’s journey from supporting women’s rights to women’s entrepreneurship grew organically. Born in a typical Nepalese family her parents were farmers, but lucky for Sita, they valued education for their children, which differed from most other families. Sita attended government-run schools before completing graduate studies in Kathmandu; returning to her village in Jhuwani, Chitwan District, determined to give back to her community.

Initially, Sita helped build a community library. After observing all the patrons to the library were men, Sita started a women’s reading group which grew into additional services for women, including leadership training and forum opportunities, giving a space for women’s voices to be heard. Sita recognised women from marginalized groups, such as indigenous and lower castes, did not come to the library and needed support for their basic needs like food and clothing, so she started the Jhuwani Women’s Savings and Credit Cooperative, a women-led microfinance fund that loans only to women.

It was through the cooperative that Sita saw how difficult it was for women to earn money. She also observed that providing working capital and a one-day training course was not enough to help aspiring micro-entrepreneurs turn their ideas into sustainable businesses. They lacked basic skills such as how to keep records, speak to customers, find their market, brand their business, and scale up. These women needed mentorship and support each step of the way. The interplay between women’s rights and women’s entrepreneurship could not be ignored.

Opposite image: Sita (right) greets fellow entrepreneur Laxmi Neupane in Chitwan, Nepal



Sita started Kalpavriksha Greater Goods (KGG), a wholesale distributor in 2012 at the same time as co-founding Empower Generation alongside Anya Cherneff. It was an ideal fit; Sita was focused on supporting women, and Anya was focused on distributing clean energy products and helping women who were most vulnerable to human trafficking. Empower Generation provided start-up capital to help launch KGG.

Sita reflects, “Kalpavriksha is an example of Empower Generation’s success. It established a business model in Nepal giving ownership to local people, which is different from many of the other international organizations whose local partners disappear once they leave the country.”

Working with Empower Generation gave Sita “a chance to lead and be the key decision-maker in determining how to create a women-led distribution network.” The merger between Empower Generation and Pollinate Energy this year saw Sita become a key member of the global management team, continuing to lead Kalpavriksha in her capacity as Country Director and Nepalese implementing partner, focused on recruiting and training women entrepreneurs.

Sita understands not only the business challenges women entrepreneurs will face but also the social ones. Sita has herself

faced challenges unique to her position. There have been times when customers and suppliers doubt her ownership of her company and question her ability to deliver or distribute products on time. At times, Sita has had to bring her husband to meetings to build trust with them. However, she has been able to overcome these difficulties and is now on the official supplier list of many international NGOs. She differentiates herself from other wholesale distributors by having a social component to her business, empowering women to become entrepreneurs and specializing in last-mile distribution.

In the next five years, Sita wants to create a distribution network of 1,000 women entrepreneurs located throughout Nepal. Her goal is that they make a sustainable income and have a sense of personal identity as well as respect from their community. By changing attitudes toward women one community at a time, Sita hopes that overall societal attitudes will evolve towards valuing women as much as men.



Left image: Mina (taking selfie), with Anya, Sita and Unnati (front row) in Nepal. Above image: Our team highlighting our Sustainable Development Goals.



# Our market







# India

## Bangalore

**249 Communities served**  
**6,674 Families impacted**

With a focus on building performance of an existing strong team, Bangalore has had success recruiting a number of new Pollinators as well as promoting two of their team to Executive Pollinators.

With the help of Worker Bees, who are influencers in the communities, the Bangalore team has started servicing more customers in rural areas and a new bonus strategy has also propelled the team to aim for higher goals.

## Hyderabad

**55 Communities served**  
**605 Families impacted**

A rural relocation program was successfully launched at the end of 2017 enabling more women from villages to relocate to Hyderabad for employment with Pollinate.

Four female pollinators successfully relocated and joined the team.

Pollinator Aishwarya sold 7 Sun King fans in one day when she was trainee Pollinator and remains the highest seller of Solar Fans.

Hyderabad has had great success with the Sun King Boom, which is a light with in-built FM radios, their highest selling solar product.

In October Hyderabad also hosted 14 international and Indian fellows for a fellowship focused on Pollinator upskilling and solar fan product testing among other important work.

## Kolkata

**81 Communities served**  
**687 Families impacted**

Nandita, who joined the Kolkata team during FY18 has had great success promoting our range of kitchen impact products, including a new stainless steel water filter, energy efficient pressure cooker and the Prakti cook stove. Word of Nandita's skills as a great communicator have spread with many city teams eagerly wanting to learn her approach. Kolkata has also successfully trialled new Sun King fans and achieved great success in their uptake, alongside mixer grinders also proving popular with high volume sales to customers.

## Lucknow/Kanpur

**110 Communities served**  
**1,102 Families impacted**

The team at Lucknow conducted its first Mobile Hive event in the community 'Kamta Basti' in early 2018 while hosting one of our international fellowships. The intent was to create brand awareness and showcase new non solar products, which proved a huge success. The team plans to run an additional 80 mobile hives in the next financial year.

Lucknow was also our first location to sell energy efficient Prakti cook stoves, a replacement to traditional mud cook stoves used by families and continues to sell a good spread of both solar and non-solar products such as popular pressure cookers and mixer grinders.

Pollinate started operations in Kanpur in July 2017 and in September hosted 11 international and 3 local fellows who, among other important work, helped to rigorously test new products and determine an approach to developing our rural Pollinators.

Within their first year the Kanpur team have been successful in driving sales of energy efficient pressure cookers and electric mixer grinders. Although there are a smaller number of communities in Kanpur each has a large number of households enabling us to have even greater impact through FY19.





# — Nepal

## Kailali

**80 Communities served  
1,274 Families impacted**

Kailali introduced a new improved cookstove - Alpha India Eco Chulha to give access to smoke-less cooking solution to those using traditional mud based stoves. This solution will improve the health and living conditions of our customers.

Thirty two Level 1 entrepreneurs were recruited under a new three tier entrepreneurship model, which allows new entrepreneurs to develop skills incrementally. Six have since graduated to Level 2.

One of our entrepreneurs was also promoted to Area Manager which recognises the significant leadership skills and capabilities that she has developed while working with Pollinate.

## Chitwan

**62 Communities served  
1,535 Families impacted**

The team launched Cash Management training to provide women entrepreneurs with additional financial management skills which will enable them to run their businesses more effectively and efficiently.

The Chitwan team has also worked in collaboration with two partners to complete installation of a clean solar energy tourist tower in Chitwan.





# Our people



# INDIA

## Customer Profile

Shwetha

### Where are you originally from?

Raichur, India

### How many people in your family?

Four. Myself, husband and two sons (aged 17 & 19)

### What form of work does your family do?

My husband has a disability, so he runs a small shop from our house selling sweets and biscuits. My sons and I work in construction\* (\*Shwetha earns 300 rupee per day and her sons earn 500 rupee a day)

### How many years have you lived in your community?

15yrs

### Which Pollinate products do you own?

Sun King Pro 2 and Boom

### For Sun King Boom

#### To what extent are you satisfied that the product meets your needs?

Very Satisfied

#### Which family member uses the Sun King Boom the most?

Husband, as he is home through the day

#### Before purchasing the Sun King Boom, what did you use?

Kerosene



#### What activities/work are enabled by the product?

Her husband is able to listen to music while he is at home, people can hear it and are attracted to the small shop. They also use the light to go to the bathroom, and for the shop at night. Shwetha also uses it for cooking when it's dark

#### Why did you choose to buy a product with Pollinate Energy?

After purchasing the Sun King Pro 2 they had trust in the brand so went on to purchase the Boom

## Pollinator Profile

Ruksana



Ruksana loves the interaction she has as a Pollinator across her local communities. One of Ruksana's favourite customers is Mr Dharmendra from the Community CPC mal Godam. Mr Dharmendra helps Ruksana by introducing her to families and individuals that could potentially be clients for her in the future. If Ruksana finishes her work in the community late, Mr Dharmendra will also walk her to the nearest main road and ensure that she gets home safely. Ruksana also enjoys being greeted by people within the communities and being a role model for other women. These types of relationships make Ruksana's work very fulfilling.

Within 5 years Ruksana wants to be earning enough money to ensure that her children receive the best education, and attend the best schools. Ruksana recognises that education is essential, and she doesn't want her children to be in the same situation as her, only able to complete her education till 8th class.

Ruksana joined Pollinate Energy in October 2017 in Kanpur, where she lives with her parents. As a mother of two young kids who attend pre-primary school Ruksana became interested in working as a Pollinator to become more independent while still supporting her family.

Pollinate has provided flexible working hours and enabled her to earn an income while pursuing her own career. Ruksana now has enough income to pay for her children's school fees and cost of travel whilst also saving a little of her salary.



# NEPAL

## Customer Profile

### Chameli



#### Where are you originally from?

Lamki-Chuha, Kailali, Nepal

#### How many people in your family?

Four. Myself, husband and 2 daughters (aged 6 & 16)

#### What form of work does your family do?

Husband works in brick factory and I run a small roadside restaurant

#### How many years have you lived in your community?

My husband's family have been living here for generations

#### Which products do you own?

Water Filter and Eco Chulha\*

#### For Eco Chulha

#### To what extent are you satisfied the product meets your needs?

Very Satisfied

#### Which family member uses the product the most?

Chameli

#### Before purchasing the product, what did you use?

Mud based stove

#### What is the best feature?

It runs from electricity and is smokeless

#### What activities are enabled by the product?

Chameli uses the cookstove for business purposes. She cooks food in the stove in her restaurant. This has helped her have a smokeless and efficient cooking experience while working in her restaurant all day

#### Why did you choose to buy a product with us?

She had previously bought a water filter and is happy with that product. She also trusts the products sold by our entrepreneur Mina Mahato\*\*

\*cookstove

\*\*now Area Manager, see page 17

## Entrepreneur Story

### Nar Kumari

Nar Kumari, 44, has always cared deeply about her community. She began teaching in 1995, providing classes for the community's uneducated elderly. In 1997 she moved to India with her husband in search of work opportunities.

Unfortunately, the family soon fell on tough times. Her husband became unemployed, and the family was forced to return to Nepal.

But Nar Kumari was determined to provide for her family.

With a young son and daughter to provide for, Nar Kumari needed work. Fueled by her desire to help the community, she began working as a social worker helping to alleviate the poverty of local farmers. Over time, she built trust in the community, and became a community leader.



However, this wasn't enough.

Although Nar Kumari spent her days travelling between houses in her ward, she did not receive an income from community visits. Looking for another way to provide for her young family, she found out about Empower Generation, the organisation Pollinate Energy merged with in early 2018. After the business training, Nar Kumari began selling life-improving products such as solar lights, energy-efficient bulbs, and feminine hygiene products to members of the community.

As a community leader, Nar Kumari had the community's support from day one. Working with Empower Generation allowed her to continue her work as a social worker, while selling life-changing products to members of her community.

In the beginning, Nar Kumari's work wasn't always easy. She had to spend much of her day walking or cycling between houses in her ward, and customers did not always understand the benefits of the products she was trying to sell. Now, members of the community have realised the value of what she sells, and many come to her.

Since Nar Kumari joined Empower Generation, a lot has changed. Her daughter has married and moved to Australia, and her son works in construction in Nepal. Nar Kumari continues to work with Empower Generation, growing her business and her confidence, while providing a more comfortable life for herself and her husband.



# Pollinator of the Year Jagannath Dunage

Jagannath (Jagan) grew up in Solapur, Maharashtra with his younger brother, mother and father. Post completion of his Bachelor of Arts he was unable to find a job, and stumbled across the Pollinator role through a friend.

Jagan valued the Pollinator training that taught him how to manage finances and build relationships with customers, skills he had little exposure to until then. In 2016, he moved to Bangalore and joined Pollinate Energy as a full-time Pollinator. He believes a team can achieve more by working together, and his positive attitude and stellar sales record earned him the title of 'Pollinator of the Year' in his second year on the job.

Jagan uses part of his earnings to cover his expenses, send money home to his family, and saves the remainder. He is motivated by the idea that he could one day take on a senior role in the business as a Sales Manager, and work with his team to create greater social impact.

**“Light is so important to families living in slum communities and rural villages. It feels good being able to provide people with a product they genuinely need.”**

**Before Pollinate Energy, what were you doing?**  
Bachelor of Arts - Geography. Heard about Pollinate through Raghu (Sales Manager) and thought, let's give it a go!

**How did you feel when you first joined Pollinate Energy?**  
Before I didn't know how to manage money, Pollinate has provided me with training that has been really helpful.

**How did you become Pollinator of the Year?**  
I've been two and a half years with Pollinate. Working together with the team, making sales (over 100 in one month!) and keeping a positive attitude. Strong relationships with customers are also very important.

**What do you enjoy most about working with these communities?**  
It feels good being able to provide them a product that they need. Light is so important to them. I enjoy earning money, learning how to maintain money, and assisting others. Learning how to talk to customers has been great.

**In 5 years, what do you hope to be doing?**  
I haven't thought that far ahead! Following in Manju's footsteps to take on a Sales Manager role would be nice.







# Kalpavriksha Greater Goods

## Mina Mahato

Mina Mahato belongs to an indigenous caste Tharu, from the southern foothills of the Himalayas and was married when she was 15 years old. Mina lives in Pratappur, Kailali with her husband and two children. Before joining Kalpavriksha Greater Goods (Kalpavriksha) Mina ran a small shop, however wished to be doing something more concrete that benefited the community. Mina recognised that a significant amount of people in Nepal lacked access to reliable electricity, and rural communities predominately used kerosene and candles as their source of light. This was the case in her own village and the villages nearby, who didn't have access to clean energy.

Mina viewed the opportunity to join Kalpavriksha as her chance to improve the lives of her community, while giving herself financial independence and a social identity. Initially, Mina started as a sales agent, however through her dedication towards the community and her success selling products, she was promoted to entrepreneur and has now taken her career one step further by becoming Area Manager for Kalpavriksha in Kailali.

Mina acknowledges that through Kalpavriksha she has been able to obtain the skills required to run a successful business, and pass these on by offering

jobs to local women with limited qualifications as sales agents. Furthermore, working with Kalpavriksha has given Mina financial independence as well as a new social identity; today people know Mina as an Area Manager of Kalpavriksha, not as somebody's wife or daughter in law.

Through Mina's work, she has been able to build invaluable, rewarding relationships with her customers. She feels like she has been able to raise awareness and empower other women to become entrepreneurs and pursue a career. Additionally, she has witnessed first hand how Kalpavriksha's products are improving local communities lives while helping herself and other entrepreneurs gain an income.

With the merger in April 2018, Mina is excited to work and learn from the Indian team. She believes the merger will help empower more women in rural and urban communities and sharpen her professional skills, ultimately helping her have a greater impact on communities within Nepal.



# A NEW *Pollinator Company*

## A New Pollinator Company: Pollinate Power LLP

We pride ourselves in being an adaptable business that constantly strives to deliver the best outcomes possible for the people we work with. In December 2017 we took a step to role model this with the launch of Pollinate Power LLP – our new company in India.

### Why a new structure?

Since our launch in 2012, we contracted our Pollinators as franchisees to run their own micro-businesses, whilst supporting them and helping them to grow.

Our Pollinators are typically from low-skill backgrounds and many do not have the financial security or know-how required to build and run their own business as a solo-entrepreneur, which made them apprehensive to engage as a franchisee. In many instances they were entrepreneurs by necessity, rather than choice.

The reality was that our Pollinators were in desperate need of a stable, reliable income, and employment benefits such as health insurance, in order to provide for their families. Salary fluctuations week-to-week dependent on customers' ability to meet their repayment for products was not always beneficial.

Establishing Pollinate Power LLP allowed us to offer our Pollinators a choice. To be employed beneath this new entity, and take up a stable salary and benefits, or continue to develop their own business, continuing as a franchisee with access to ongoing business development and support.

The reality is that the job our Pollinators perform is tough. They are walking door to door in difficult weather, traveling to some of the most hidden and remote parts of the city in hectic traffic, and offering products to families who have low incomes and can only afford to pay in small weekly instalments.

The work our Pollinators do is commendable, and the effort they put in deserves more than just a commission on sales.

Often, last-mile entrepreneurship ignores the fact that many local entrepreneurs want job security and longevity. We want to build an ecosystem that attracts, supports and retains good people, that gives fair and adequate benefits, and that recognises that this is a tough market and a tough job. This is the least we can do for our hard-working Pollinators, and we can't wait to share their continued progress throughout the years to come.



# Our Fellows

Each year we support the next generation of entrepreneurial change-makers through our Fellowship programs. 2017-2018 saw over 120 fellows from across the globe working side by side on exciting programs to help build our capabilities and support us to scale.



84 International attendees



5 continents



40 local fellows



58% female



16 countries



42% male



# Year in Review Our Honeycombs

Honeycombs are projects delivered by our fellows.

- **July 2017 - LUCKNOW**  
Pollinator Upskilling, Product & Market Assessment, PAYG Solar Lights trials, Kanpur Expansions.
- **September 2017 - KANPUR**  
New products for Kanpur issues, Worker Bee's, Remote Pollinator Development & Management, Social Impact PhoneApp research on potential partners.
- **October 2017 - HYDERABAD**  
Pollinator Upskilling, Product testing (Fans), Contingency Planning & Hive Management, Impact assessment.
- **December 2017 - LUCKNOW/KANPUR**  
Water Products in Uttar Pradesh, Redefining Worker Bee roles, Lucknow Impact Assessments.
- **January 2018 - LUCKNOW**  
Impact Assessment, Communities Data Validation, Perception of Pollinate Energy, Mobile Hive Event.
- **February Scout 2018 - MANGALORE & MYSORE**  
Scouted two new locations, recommending Mysore was best place to expand in future.
- **April and May 2018 - BANGALORE**  
Impact Assessment.



# Partners overview

## Universities

41 student fellows from 11 institutions, in 4 countries

Monash University  
Santa Clara University, US  
McGill University, Canada  
University of Sydney  
University of Melbourne  
University of New South Wales

University of the Sunshine Coast  
University of Technology, Sydney  
Auckland University, NZ  
Macquarie University  
University of Queensland

## Businesses

43 professional fellows from 15 organisations

AECOM  
ARUP  
WorleyParsons  
Australian Ethical  
Horizon Power  
Norman, Disney and Young  
Allen & Overy  
Identiti

Voli  
Accenture  
Cancer Council NSW  
National Australian Bank  
University of College of London  
Gilbert & Tobin  
PwC

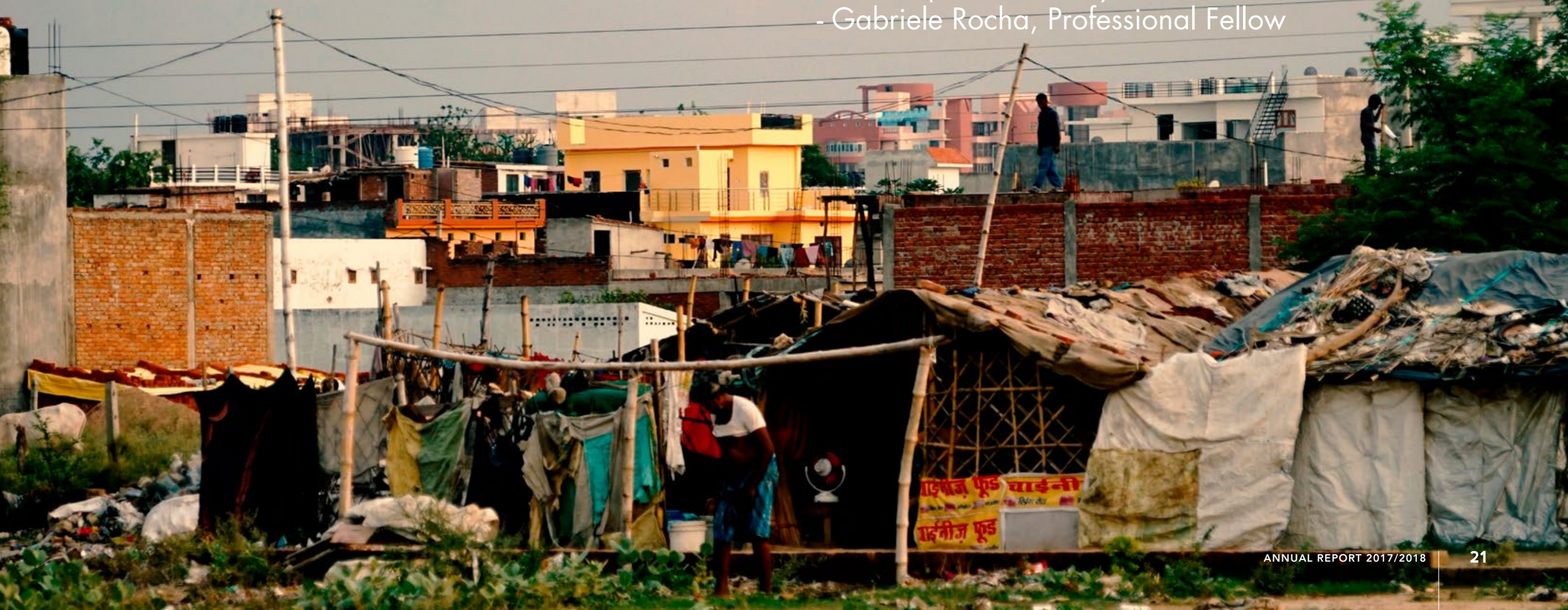




# Testimonials

"Thanks Pollinate Energy for allowing me to have such a wonderful experience in my life."

- Gabriele Rocha, Professional Fellow





# Students



**Angela Begg**  
UNSW, Renewable Energy Engineering

"It seems cliché, but my time with Pollinate Energy was an absolute whirlwind..

While I was prepared to be challenged, I never thought I'd experience half the things I did. Never did I think I'd walk away from my Pollinate Energy fellowship having visited 62 of Lucknow's urban slums. Never did I think I would meet such hospitable people in these communities, and never did I think I'd walk away with such faith in the power renewable energy has to change lives so significantly.

I feel so lucky to be able to walk away from this experience so motivated and excited by how I might one day use this energy to help power the world."



**Dilhan Wickremanayake**  
UTS, Engineering

"My 3 week student fellowship with Pollinate energy helped me to better understand how to cater to the actual needs of people living in slums in developing countries.

It opened my eyes to how capable they were of making decisions to better the economic standing of their family, and how through market research and thorough product testing, viable products could be delivered to last mile customers."

# Professionals

**Gabriele Rocha, WorleyParsons,**  
Global Hydro Technology Lead

"Participating in Pollinate Energy Professional Fellowship Program was an absolutely incredible experience in all possible layers of my life. Professionally it helped me learn about new ways of doing business. Socially, I was able to meet incredible people from different corners of the world, including India and Australia, which became my friends, hopefully for life. I was able to experience feelings and emotion that I could have never experienced elsewhere, and although it was a complete roller-coaster of emotions it was just a completely rewarding and gratifying experience.

A few of the emotions that my roller-coaster ride of the Pollinate Fellowship took me were:

- **anger** with the human race in not tackling issues like poverty in India with all our strength;
- **happiness** interacting and laughing with people;
- **joy** that I was doing something positive to change people's lives for the better;
- **despair**, when I inadvertently ate a full hot chili pepper;
- **excitement** when going for the first time to the communities to interact with the local people;
- **amazement**, when people that had so little offered to share tea with me in a visit to a community;
- **sense of belonging** ("fellowship-ness") when sharing all those experiences in the morning with my program fellows; when we laughed, cried and experienced together this roller-coaster of emotions for a brief period."



**Nahila Raman, ARUP,**  
Graduate Engineer

"Our 2 week professional fellowship in Bangalore taught me more about social business and sustainable development than any desk study could! We were constantly learning from the communities, the Pollinators, the people at Pollinate HQ, and the other fellows. An incredible way to learn more about social business and the ways you can create change."



# KEY *initiatives* FOR 2018-2019

In the coming year we are dedicating ourselves to a set of initiatives that we know are critical to help us expand. These are:

## Developing women as leaders

To date, we have made huge advances in recruiting women across our staff and Pollinator teams. The next step is to ensure that we are providing opportunities for women to move up in our organisation, and take on leadership roles at all levels. As part of this initiative, we're exploring women-centred mentorship programs and working proactively with our team to address unconscious biases and create new platforms for our women leaders.

## Deepening our impact through new products and new distribution channels

A key strategy of our merger was to allow us to innovate faster with new and different expertise joining our team. Throughout the past year, we have been testing new consumable product ranges such as menstrual pads, mosquito repellents and more that are in high demand in our communities. While also assessing new distribution channels for these products that engage women living in the communities and provide them with the chance to earn an income. In the coming year we'll be consolidating this approach and scaling across our locations.

## Community activations and awareness

To date, we now have impacted people living in over 1,300 city slums and 265 remote villages. With this, we are seeking to build a stronger presence in these communities to ensure that our customers know about our full range of products, services and payment plans. To achieve this, we will be developing training and education materials relevant to our community members, and hosting community-based promotional events.

## Expanding through rural sales channels and satellite cities

In the past year, we launched in Kanpur, Uttar Pradesh, Tumkur Karnataka, and integrated two new Nepal districts. Our expansion plan is on track, and with so many operational bases developed we're turning our attention to local opportunities. This includes nearby satellite cities where we can establish smaller Pollinator+Entrepreneur teams, as well as engaging our women entrepreneurs to sell and supply our high impact products back to their remote village communities.

With your ongoing support, here is what Pollinate Energy will look like by 2020:







PLUS



# How you can help

## Donate to Pollinate Energy

Your vital donations enable Pollinate Energy to bring more life-changing products to more families across India and Nepal. You can make a lasting impact with a tax deductible donation or speak to us about leaving a legacy gift in your will.

Visit [www.pollinateenergy.org/donate-now](http://www.pollinateenergy.org/donate-now) to donate now, or place your direct donation to:

Account name: Pollinate Energy  
BSB: 083-004  
Account number: 98-618-4984

## Join a Fellowship

Contribute your professional skills to help grow our exciting social business while having an overseas experience of a lifetime. If you are a university student or a professional with an interest in social entrepreneurship, poverty alleviation, women's empowerment, international development, sustainability or business start-ups, this is the program for you!

Apply to join a Fellowship program at [www.pollinateenergy.org/fellowship/](http://www.pollinateenergy.org/fellowship/)

## Shop our products

Purchase a solar light for yourself or a friend, just like the ones Pollinators distribute in India and Nepal. Our families love our solar lights because they are bright, durable and last up to 72 hours on one charge!

Shop now via [www.pollinateenergy.org/shop](http://www.pollinateenergy.org/shop)

## Contact Us

For further information or to discuss other ways to be part of the Pollinate Energy family, please contact:

Biheng Zhang  
Director of Philanthropy at [biheng.z@pollinateenergy.org](mailto:biheng.z@pollinateenergy.org)





# Our financials





# PROFIT & LOSS STATEMENT



REVENUE FY 2017-18 (AUD)			
PARTICULARS	Australia	India	TOTAL CONSOLIDATED
Programs	304,232	-	304,232
Pollinator Sales (India)		417,558	417,558
Grants	94,143	32,319	126,462
General Donations	269,466	-	269,466
Social Product Sales	39,360	-	39,360
Corporate	34,560	-	34,560
Services	2,011	-	2,011
Interest	199	322	521
Other	-	-	-
<b>TOTAL</b>	<b>743,971</b>	<b>450,199</b>	<b>1,194,170</b>

DIRECT EXPENSES FY 2017-18 (AUD)			
PARTICULARS	Australia	India	TOTAL CONSOLIDATED
Cost of Goods	32,263	373,314	405,577
<b>TOTAL</b>	<b>32,263</b>	<b>373,314</b>	<b>405,577</b>

INDIRECT EXPENSES FY 2017-18 (AUD)			
PARTICULARS	Australia	India	TOTAL CONSOLIDATED
Admin	13,458	36,855	50,313
Audit and compliance	-	34,355	34,355
Marketing and Promotion	2,402	893	3,295
Salaries	276,849	218,926	495,775
Operations	53,691	135,347	189,038
Pollinator management	-	10,782	10,782
Professional fees	19,737	-	19,737
Technology	32,289	425	32,714
Fellowship Program Ops	-	62,124	62,124
<b>TOTAL</b>	<b>398,426</b>	<b>499,708</b>	<b>898,134</b>
<b>NET PROFIT/LOSS</b>	<b>313,282</b>	<b>-422,822</b>	<b>-109,540</b>

NB. At the time of publication, the financial data has not been audited.





# BALANCE SHEET

Particulars	TOTAL FY 2017-18 (AUD)	TOTAL FY 2016-17 (AUD)	TOTAL FY 2015-16 (AUD)
<b>ASSETS</b>			
<b>Account</b>			
Cash on hand	1,904	6,538	217,695
Accounts receivable	185,056	183,374	26,774
Equity Investment	280,363	0	0
Other Assets	33,062	87,330	56,812
<b>Bank</b>			
Regular trading accounts	204,671	476,696	0
DGR listed accounts	95,643	117,271	0
<b>Total Assets</b>	<b>800,699</b>	<b>871,209</b>	<b>301,281</b>
<b>LIABILITIES</b>			
Credit Card	-708	-1,374.00	0
Salaries/PAYG/Super due	29,535	69,790	0
Accounts payable	61,245	409,137	37,803
Non Current Liabilities	200,000	151,993	53,283
<b>Total Liabilities</b>	<b>290,072</b>	<b>629,546</b>	<b>91,086</b>
<b>EQUITY</b>			
Net income	-109,540	112,402	63,968
Previous year's earnings	61,979	210,195	146,227
Equity Investment	277,404	0	0
Retained Earnings	280,784	- 80,934	0
<b>Total Equity</b>	<b>510,627</b>	<b>241,663</b>	<b>210,195</b>
<b>Total Liabilities and Equity</b>	<b>800,699</b>	<b>871,209</b>	<b>301,281</b>

NB. At the time of publication, the financial data has not been audited.





**POLLINATE  
ENERGY**



**EMPOWER  
GENERATION**

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