

# Lessons on partnerships with ILSSI and scaling pathways

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Rensys Engineering and Trading PLC

[www.rensysengineering.com](http://www.rensysengineering.com)

# Company Overview

- Rensys Engineering and Trading PLC is an alternative energy solutions provider based in Ethiopia.
- The company was established in 2012 with the aim of serving the last mile energy deprived community.
- Rensys is the first local private company in Ethiopia who developed Min grid at Dek island
- We partnered with ILSSI Texas A&M University by 2020 to create accessibility of solar irrigation technologies

## Products and Services

### Products

- Solar Powered Irrigation Pumps for smallholder farmers.

### Services

- Credit services - Pay As You Grow Business Model
- Well Established customer services and after sales support

## Partners in ILSSI ecosystem

- Texas A&M University - Grant provider.
  - Rensys -Project implementer
  - IWMI- Market system support(Linkage )
  - Bahirdar University - Enhancing Rensys capacity via hackathon ( Digital tools)
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# How partnership with ILSSI enhanced Rensys Business

- Grant secured helped Rensys to import Solar irrigation Pumps and enhance cash flow to finance end customers ( Pay As You Go)
- Credit assessment questionnaire developed by IWMI team , adopted in house, utilized to identifying credit worth farmers ( Also digitized to web based and Mobile app)
- Digitization of:

Customer support system and Credit Assessment System.

Digital Marketing for solar products

Cold room Management system

Client survey on performance of service

## Outcomes of Partnership

### Outcomes:

- Awareness regarding solar irrigation pumps massively increased
- 79 irrigation farmers benefited from Credit services from total 249 as of March 2023
- Rensys capacity in terms of using digital tools to deliver its product and services enhanced
- Facilitated to young graduate to demonstrate their knowledge and skill through internship program

# Shortcoming of the partnership

## Shortcoming

1. Mobile payment not piloted for credit installment payment.
2. Full credit sales not implemented and cash sales dominance.
3. Cold storage services and mobile app for market linkage not piloted

## Conclusion

- As a result of market experience gained on solar irrigation technologies and market maturity right now, Rensys will keep supplying solar powered irrigation pumps even beyond the territorial scope of the project for the future.
- Credit algorithm developed for Credit services will be maintained and sustainable utilized to implement Pay as You Grow business model.

Thank You !

