



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=akEQxjqIKxU>

Headquarters location: Kathmandu, Nepal

Location(s) of research: Nepal

Background: Of the 18 million people in the 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 working day. Lack of modern farming practices, inefficient finance, reliability of monsoon rains for irrigation, are some of the main barriers for farmers. Gham Power delivers solar water pumps to rural smallholding farmers, along with easy financing through partnerships with Microfinance Institutions, and personalized advisory services.

The challenge: Gham Power has been engaging over 10,000+ farmers on its [Facebook Page](#) and [Facebook group](#) group 'Gham Power Krishak Sanjal', which enables high engagement and customer service. This platform allows Gham Power to build long-lasting relationships with farmers and creates a hub to share agriculture insights. Gham Power's target is to reach 30k+ by Q1 2022. Gham Power is launching its own application which will create a database of farmers, map them according to their needs and demands, and explore the next horizon of agricultural business. Additionally, switching to another platform (Farmer's app) from a familiar platform (Facebook) is difficult as most of our targeted audience are technically unaware.

Action research products needed:

1. A strategy to transition target audiences from various social media platforms to Gham Power's Farmer app.
2. A review of current marketing processes and key messages, and a marketing plan that proposes continuous improvements.
3. An impact measurement framework that identifies key metrics and strategies for efficient and effective data collection.

Student skills needed: Marketing, digital application data collection and analysis, social impact assessment.

Keywords: social impact assessment, mobile applications, farmer engagement, digital rural marketing campaigns, target market studies.

Regardless of the pandemic, the fellowship will run in 2022, with or without international travel. We have designed 2022 action research projects to be conducted via remote engagement (e.g., via Zoom) without the immersive component of travel to the field. All applicants should enter and proceed through the application process with the assumption that no international field placements are currently planned. For more information, please attend a fellowship info session.

