

Impact Assessment for Simpa Energy India Pvt. Ltd.

Simpa Energy India Pvt. Ltd. is an organization focused on making modern energy simple, affordable, and accessible through an off-grid digital tech energy solution. They cater primarily to the underserved electricity consumers in rural India and provide them with reliable access to electricity. Successful implementation of such an endeavor impacts the area's educational, hygiene, and environmental conditions. It also contributes to reducing work-induced stressors for the project's female beneficiaries. Sambodhi has worked for Simpa to evaluate this solution's effectiveness in improving product sales, service quality, and the socio-economic conditions of the consumers. Sambodhi administered Randomised Controlled Trials to evaluate the productivity and efficiency of Simpa's model and conduct a socio-economic assessment of customers to identify good and bad customer experiences.

The outcomes of the trials were assessed at two levels -

- Sales and Customer Representatives level: Here, data was loaded directly on mobile phones. Along with interviews, sales data and dues collection data were used to understand the productivity and efficiency of the field staff.
- Customer or household level: This level gave us insight into customer satisfaction with the sales and outreach activity, while the grievance redressal informed us about the efficiency of the field staff. Additionally, this component helped us identify good and bad customer experiences and helped us understand the motivation behind the non-adoption of such services.

The study was carried out in 1500 households. It was equally divided in treatment and control areas among three phases: Baseline (in Feb 2018), Midline (in September 2018), and Endline (in Feb 2019).