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Our study shows that women operating off-grid microenterprises in Rwanda do not shy away from competition and perform as well as men in the lab. This outcome is mirrored in the field: female lab participants who self-selected into competition also have similar business performance as their male counterparts during the first three months of ...

Design of Off-Grid Lighting Business Models to Serve the Poor: Field Experiments and Structural Analysis
By: Bhavani Shanker Uppari, Serguei Netessine, Ioanna Popescu and Rowan P. Clarke 2024

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Applications of lab experiments to real-world phenomena are limited. We fill the gap by examining how gender attitudes and performance under competitive situations in the lab reflect microenterprise outcomes in the renewable energy sector of Rwanda - a country with progressive gender policies despite its traditional patriarchal setup.

The assessment conducted within grid-connected villages in Rwanda proves that some demand for new, high-power appliances in rural regions of the country exists and with the support of an appropriate technologies, financing scheme, fulfilling this demand could serve to enhance social and economic development within the community.

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Figure 1. Rwanda's Off-Grid Solar Sales from 2014-2021 (H17) Source: GOGLA half-yearly sales data collection. The Pro-Poor RBF To address this affordability constraint, EnDev piloted the Pro-Poor RBF focused on making off-grid solar products affordable for the poorest households through a market-based subsidy mechanism.

Competition and Gender in the Lab vs Field: Experiments from off-grid Renewable Energy Entrepreneurs in Rural Rwanda Rebecca A. Klege and Martine Visser ERSa working paper 806 January 2020

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