

Bringing young entrepreneurs home

Christopher Mwamlima is self-employed using **REDAVIA** solar power. Access to reliable power influenced his decision to return to his home village of Shitunguru from the capital city.

Christopher was born and brought up in Shitunguru. On leaving school he looked for work locally for 6 months but felt that there were more opportunities available to him in urban areas. He moved to Tanzania's capital Dar-es-Salaam where he opened a video library renting and selling videos and music CDs. About a year later, a friend told him that electricity was coming to Shitunguru, "at first, I thought it was a joke, or that it would take another 5 to 10 years for the village to be electrified but I was really surprised to find that the village had electricity and connections in under a year, it was so unbelievable!"

Christopher decided to return home to set up a video business and cinema in Shitunguru. His cinema can host 20-25 people and, using electricity from REDAVIA's solar mini-grid, shows popular Swahili-translated series from South Korea, India and China: "The idea came from what I was doing in Dar, except here there was no cinema at all until I came. People think I am a genius and are always coming to see me work with my computer! It feels more special here as people

are more excited about the movies and my work than they were in the city."

"Before REDAVIA came here, I was one of those people who went to work in places where there is electricity, I lived and worked in Dar-es-Salaam. After seeing that there is electricity here, there was no point in living there – I thought, let me come home to work and enjoy life right here."

Christopher has also seen friends return from urban areas to establish businesses using REDAVIA's clean, reliable solar power. He is contemplating new business ventures himself and has confidence that the future will see the development of new industries in Shitunguru as people increasingly connect with REDAVIA power and pursue their own business ideas.

"I like it better here and the business has an opportunity to flourish, perhaps even better than it would in the city. I believe that the town [Shitunguru] will grow through power, in the near future all things will be possible!"