



Green Housing & Energy Limited



Go green with GHEL !

It is simple: low-cost, clean, safe and unlimited energy solutions are at your doorstep.

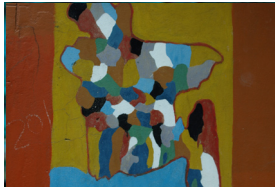
About us

Green Housing & Energy Limited (GHEL) is a sister concern of ASA highly reputed microfinance institution and of International Center for Micro-finance and Social Enterprises Ltd. (ICMSE). It provides people that suffer from electricity shortage with clean and renewable energy supplies.



Our mission & objective

Our technical partnerships with INES (French innovation centre for Solar Energy) and AFTA (Taiwanese Solar Panel Manufacturer) ensure us to develop Research & Development programmes and to customize low-cost and powerful solar devices. Indeed, our objective is not limited to simply bring existing solar-powered products on the Bangladeshi market. We work hand in hand with solar energy specialists to design state-of-the-art products that are specially imagined to suit the needs of our customers. Technology transfer adapted to our domestic market demand lies at the core of our course of action.



Our Customers

Thanks to this philosophy, people who usually have no choice but using kerosene as a source of light, using unhealthy water for their daily consumption, or buying expensive and polluting fuel to run their auto rickshaw-based business, can now contemplate a much more comfortable future. Adapted solar products undoubtedly change the habits of our customers by replacing the unsatisfying, costly and hazardous energy sources they used to tap, with low-cost, safe and tailor-made power supplies.

ASA staff and clients have already shown great enthusiasm for GHSL brand new energy solutions which they have immediately adopted. Why wouldn't you?



GHEL Solar Products in **five words**

- **Affordable**

GHEL Solar products are 20 to 30% cheaper than other solar products on the Bangladeshi market and microcredit programs lessen the burden of purchasing

- **Green**

All products emit no green house gases and are eco-friendly

- **User friendly**

GHEL products are easy to use. Installation and maintenance are free of cost.

- **Sustainable**

Long products' lifespan: from 5 years for a lantern to 25 years for a solar panel

- **Customized**

Products are designed by GHEL to meet the specific needs of Bangladeshi people



Our Products

Solar Lantern



- Indoor and outdoor lightening
- Includes LED technology
- Covers a range of 360°

Model A

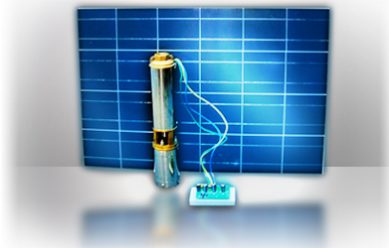
Up to 20 light hours / day
(after 6 hours of solar charge)



Model B

5 Watt solar lantern with USB
Mobile Charger
Includes mobile phone charger
Up to 13 light hours / day

Solar Water Pump



- Up to 6 water hours / day
(after 8 hours of solar charge)
- Water quality tested by
GHEL

Model A

1000 liters / hour

Model B

1500 liters / hour

Solar Panel

- Solar panel installed on the house roof
- Withstands heat, cold, hail and rain
- Provides clean, uninterrupted power supply
- Allows lightening, battery charging, TV, radio and cassette operating



Product range

*10 Watt Solar Home System
20 Watt Solar Home System
40 Watt Solar Home System
50 Watt Solar Home System
75 Watt Solar Home System*

Solar Tricycle



- **Rated load capacity: 200kg**
- **Constant driving distance: 120km**
- **Charging time: 6 to 8 hours**
- **Max speed: 35 kph**
- **Running distance: 180 km per Charging with solar**



Product advantages



Health: risk of disease reduced thanks to sound water, to the eradication of the use of unhealthy kerosene. Air quality improves with the reduction of pollution ensured by solar-powered vehicles



Education: fostered thanks to electricity in the house



Access to information: boosted with the use of radio or TV thanks to electricity



Major savings: renewable energy eradicates the burden of daily energy expenses



Productivity: work days are extended thanks to lightening Environment: reduces green house gases and water consumption

How – Where to buy a solar product ?

How?

People interested in purchasing one of GHSL's products can choose between Down-payment and Microcredit program options. Microcredit program option (supported by ASA):

- No up-front cost
- Interest rate of 12%
- Weekly or monthly reimbursement

Where?

All products are available for purchase in each of ASA's 3300 Branch offices in the whole country.



www.ghel.org

Registered Office Address:

ASA, ASA Tower, 23/3 Khilji
Road, Shyamoli
Mohammadpur
Dhaka-1207
Bangladesh
Phone: +88-02-8111175

***Business Address and
Laboratory:***

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