



2017 Annual Report

Thank you for all your support throughout the year!

Thanks to donations earlier this year, our crowdfunding campaign was a success. We raised \$3,475 through the campaign and, as promised, our founder Dr. Ashok Gadgil and his wife Anjali matched \$2,500 for a grand total of \$5,975. Thank you Ashok and Anjali!

[Here](#) is a recent video of Ashok sharing about our work. [We are close to reaching 50,000 families!!](#)

Berkeley-Darfur Stoves for Rural Ugandans

5,000 BDS arrived in Uganda in June, and since then we have been busy setting up an assembly shop and creating distribution partnerships. Already, over 1,500 families throughout rural Uganda have been cooking on the Berkeley Darfur Stove since June, through 10 partner organizations including Brac, GiZ, and Heifer International.

Serving South Sudanese Refugees

We launched a pilot program with a new partner ACRE (Alliance with Communities for Rural Engagement), to distribute the BDS among South Sudanese refugees in Northern Uganda. ACRE plans to distribute 3,000 BDS in the next few months alone! We also distributed 230 stoves to some of the most vulnerable refugees in Adjumani District, through a partnership with the local government.

Outreach in India

We have sold almost 500 stoves in India, through partners Habitat for Humanity and KALP and a pilot study with Harvard University and Tata Trusts is underway to see how we might scale in India. With an added mesh inside the stove for roasting chapati, the stove is a great fit with Indian cooking habits.

Asia & East Africa

Our team is working hard to expand our reach to Bangladesh, Nepal, the DRC and Kenya where demand is high among refugee and rural people. Planning of pilot projects are already underway in each of these countries. This is a very exciting time at Potential Energy, indeed.

Sale and promotion of the Berkeley-Darfur Stove

Our Uganda team has done an impeccable job assembling the BDS and promoting it communities. Being a new stove, the marketing team has been challenged with introducing it to the market and ensuring its adoption, which they have successfully achieved. Our first users are appreciating the BDS and the number of interested people is growing which has attracted more sales. Thanks to the team of our marketing experts.

This year has been focused on sensitizing and informing people about the benefits of the BDS and its distinctiveness as compared to other stoves.