



ZMO-Kolloquium Winter Term 2013/2014

Fuelling Societies:

Energy Resources and Politics 'From Below'

Thursday, November 28th, 2013, 6 pm

The Solar Frontier: Selling Photovoltaic Technology to the Poor in Orissa, India

Lecture by Jamie Cross

Venue:

Zentrum Moderner Orient
Kirchweg 33

14129 Berlin

Ultra affordable solar powered lanterns have emerged as iconic objects of humanitarian design and global social entrepreneurship. The sale of these small, everyday lighting technologies to the global poor is today credited with a range of outcomes, from reductions in CO2 emissions and a fall in the incidence of respiratory disease, to improvements in the educational performance of school children and adult livelihoods. As a result solar lighting companies have become prominent recipients of technical support, start-up capital, and grants from social investment funds and international development organisations. This lecture explores the social and material politics of selling solar lanterns in the highlands of Southern Orissa, India. As it argues, while global social entrepreneurs continue to use India as a testing ground for their business models, India also emerges as a unique location from which to engage conceptually and empirically with their claims.

GEFÖRDERT VOM



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Jamie Cross is a Lecturer in Anthropology and Development at the University of Edinburgh, and the Deputy Director of the University of Edinburgh's Global Development Academy. He is the author of *Dream Zones: Anticipating Capitalism and Development in India* (Pluto Press 2014) and is currently working on a book about solar technology and market oriented development in India.