

# AJAITA SHAH

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## Frontier Markets

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Co-Founded with Daniel Tomlinson

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2012 Global Fellow



### BIG BOLD IDEA

Increase access to reliable, affordable, clean and safe energy products to the rural poor through robust sales and service outlets throughout India.

### ORGANIZATION OVERVIEW

Frontier Markets sales and service outlets provide clean, safe energy products for millions of people. We replace deadly kerosene and provide access to reliable lighting. Frontier Markets educates, trains and services local farmers, government, nonprofits, small retailers and women's groups to reach households to stop deadly and toxic energy practices.

### PERSONAL BIO

Through projects in microfinance to speaking in large government and international forums, Ajaita Shah has spent the last 7 years creating more access to products, services and awareness for the poor in India. Ajaita has been featured in many Indian magazines and newspapers for her work including Marwar Magazine, India Today and Economic Times. She has been a Clinton Fellow through the American-India Foundation, has been ranked the most influential leader in Microfinance under 30 and has been a scholarship winner of Skoll World Forum and SOCAP.

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#### Issue area

Poverty Alleviation Economic Development

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#### Organization/Fellow Location

New York, United States

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#### Impact Location

Asia

India

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#### Organization Structure

For-profit

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[VISIT WEBSITE](#) ↗

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