

PARTNERSHIP FOR CLEAN INDOOR AIR (PCIA)



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Social Marketing of Improved Cookstoves through P3U (Public-Private-Panchayat- User Group) models



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Project Background & Approach

- Project location:
 - South India – (i) All 27 districts in Karnataka, (ii) Gouribidanur (KA), Hosur (TN) and Madanapalli (AP), and (iii) Basavakalyana, Bidar district
- Project dates:
 - IREP Project: January 2005 to March 2007 and ongoing,
 - SDC: January 2004 to December 2005 and
 - ISPWDK: January 2004 to December 2005
- Project funding:
 - Rural Development and Panchayath Raj (RDPR) Government of Karnataka, SDC and ISPWDK
- Project approach:
 - Urjasamithi and local governments (Grama Panchayats)
 - Self Help Groups
 - Self Help Groups

Target Population

- *What are the current cooking needs, practices, and impacts of your target audience? What assessments have been performed to yield this information?*
 - *Target group: All households in selected cluster villages under IREP rural people, Self Help Group members*
 - *Practices: Diet - Rice, Roti, Ragi, etc. Fuel - firewood, loose biomass, cow dung cake.*
- *How does your technology meet these needs?*
 - *Improved cookstove (Sarala ole model). The efficiency of them in field is in the range of 25 to 30%.*
 - *Heat Recovery Systems to generate hot water (for bathing and better hygiene)*
- *What are the benefits of the technology being promoted over existing practices?*
 - *About 30% fuel saving,*
 - *Reduction of smoke in the kitchen*
 - *Kitchens are very clean compared to traditional Chulha etc.*

Methods and Materials

- *What methods have you used to raise awareness of indoor air pollution and available solutions?*
 - *IREP - Capacity building of implementing officers, sensitisation programmes to Urjasamithi members*
 - *Practical sessions, field visits, posters, and video to Self Help Group members.*

Quantitative Results/Outcomes

- What results have you achieved?
 - IREP - 8000 improved cookstoves have been installed in 79 villages in 27 districts in Karnataka.
 - It has potential to be replicated in many more villages (there are about 27,000 villages in Karnataka).
 - CLA-TERI-OUTREACH - implemented 150 improved Chulha, trained local masons, awareness to over 500 SHG members. 75% of the cost borne by them.
 - PRAWARDA, about 500 improved chulha constructed in this project areas, created awareness about 20 villages. Built at full cost.

Challenges and Solutions

- *What have been the three most important challenges in your work and how have you addressed them?*
 - Unaware of these devices – through awareness programmes to users, sensitisation programmes to local governments
 - Not clear on how to test if they are saving fuel – trained implementing staff on Water Boiling Tests and in some cases Kitchen Performance Tests

Lessons Learned

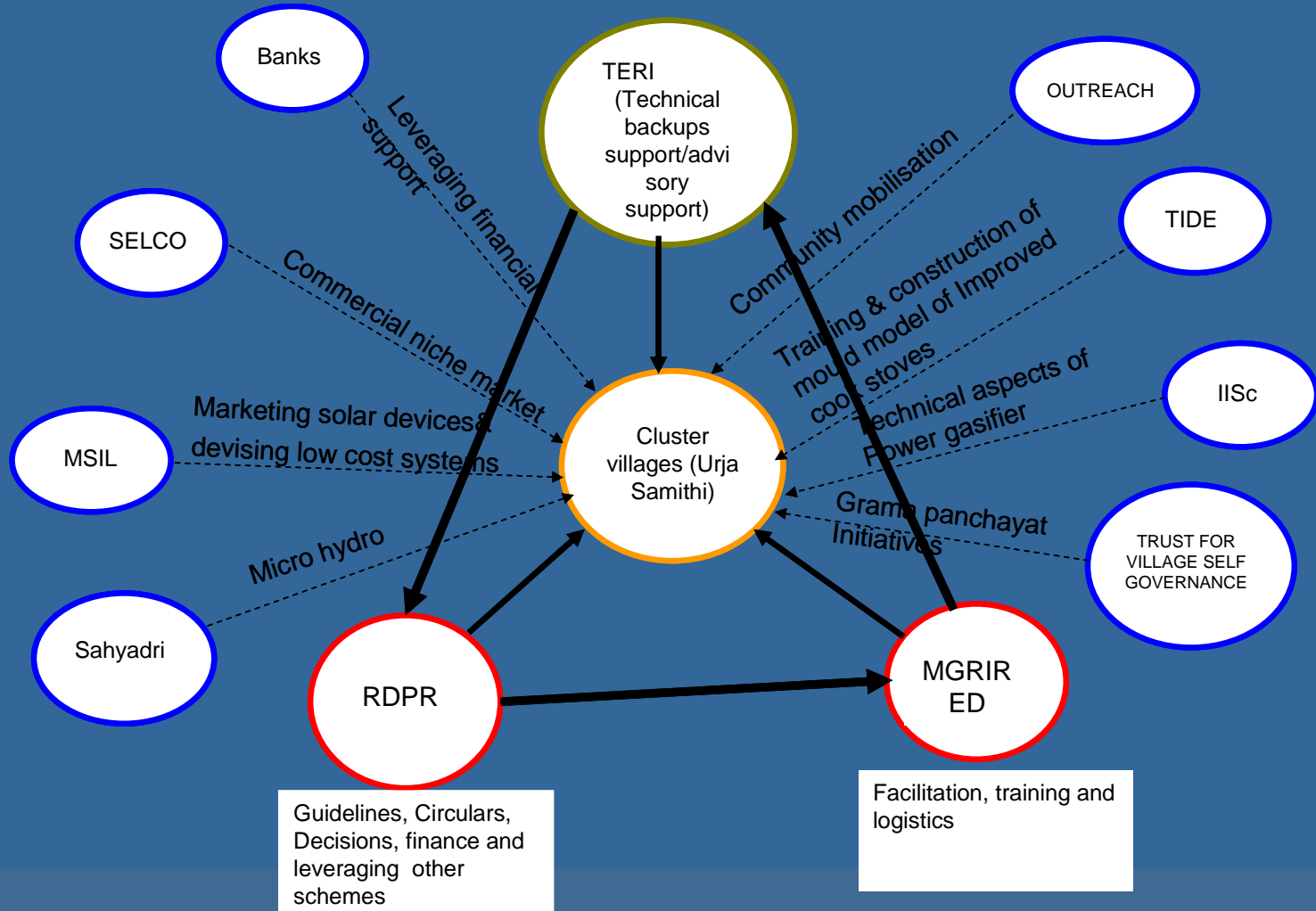
Describe the lessons you have learned and how you have applied them to improve your project.

- Dormant demand: There appears to be considerable dormant demand for the improved cook stoves
- People are willing to pay: Example it was easy to increase stakeholder contribution from just 20% in the first phase to 75%
- People ignorant of the devices and their benefits, national and international agenda to promote them
- Trained personnel to construct Improved Cookstoves
- Components of the stoves

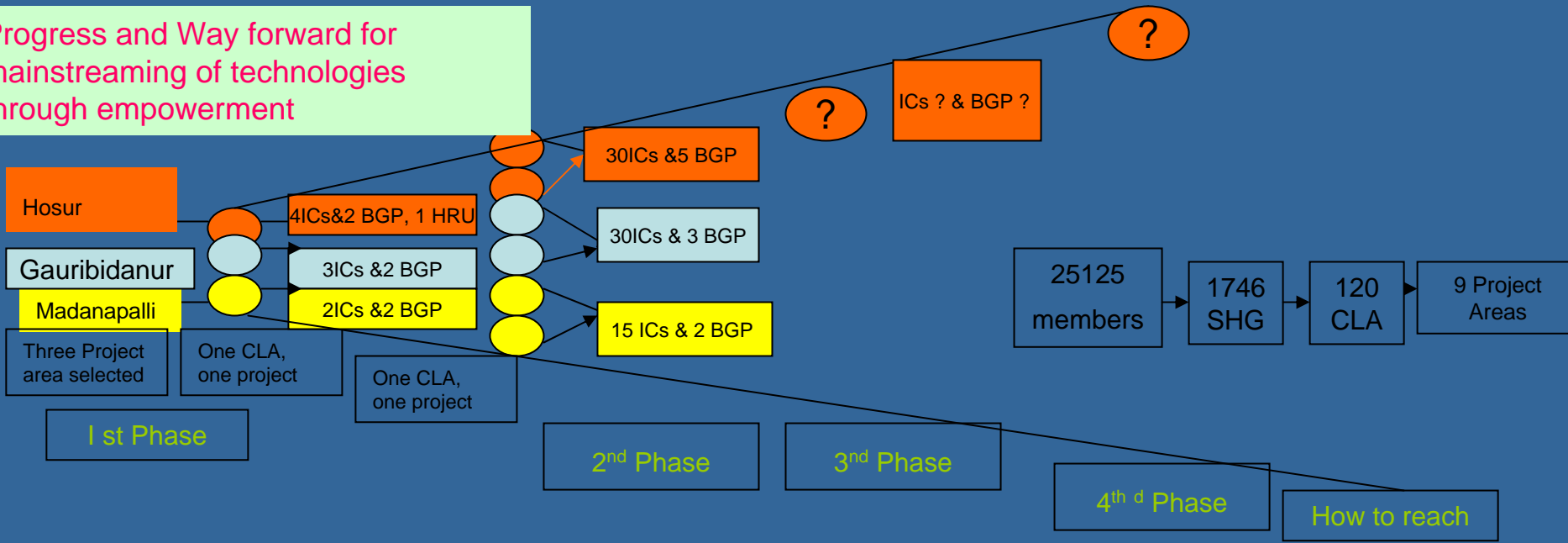
Future Plans and Goals

- *What are your next steps?*
 - *Replications and penetration*
 - *Interest and motivate the government bodies, local institutions*
 - *Ensure they sustain in their operation*
 - *More trained personnel available*

Additional Slide (Optional)



Progress and Way forward for mainstreaming of technologies through empowerment



BEFORE

Traditional Chulhas used by villagers for cooking food and heating water for bath.



AFTER

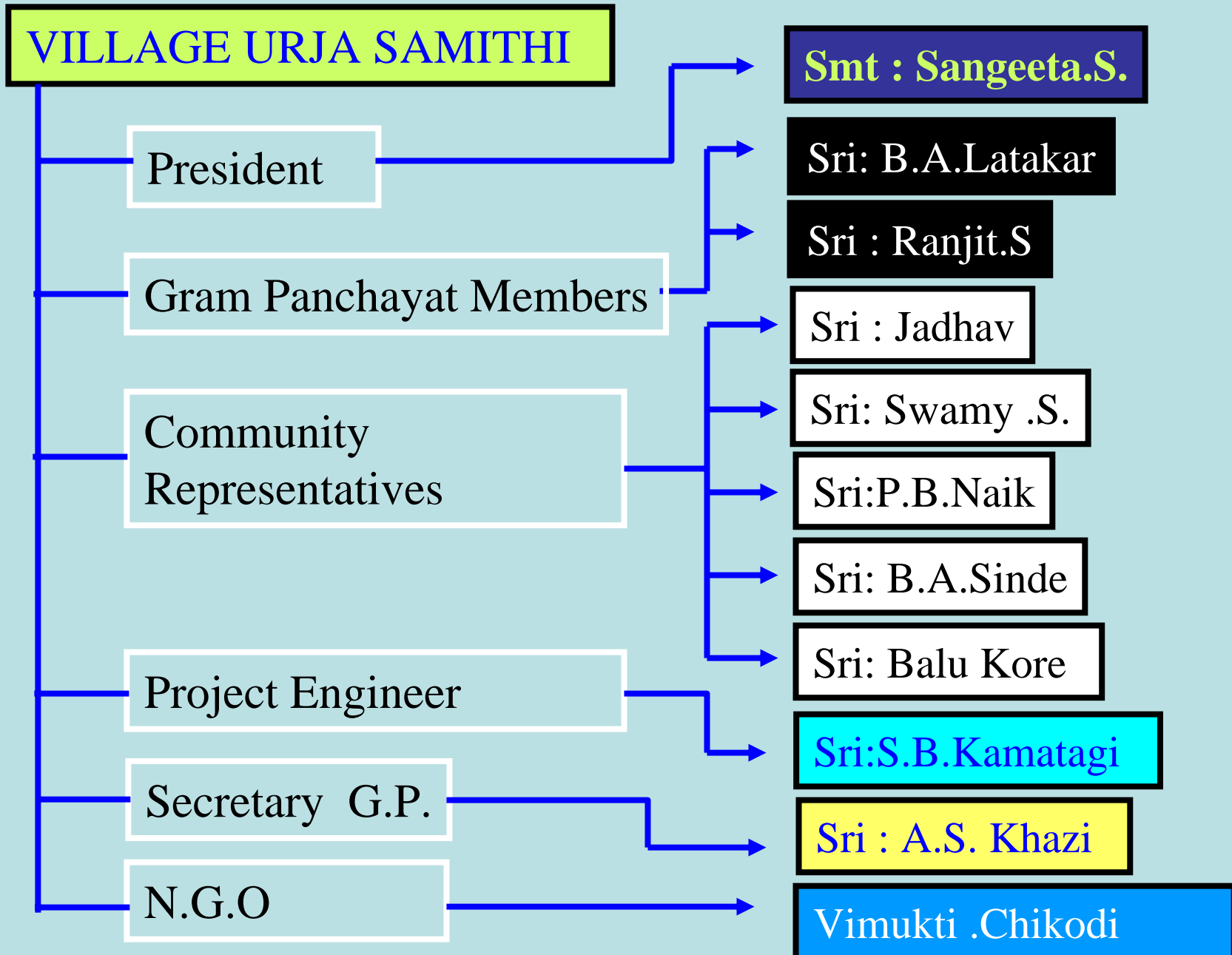
Less smoke, fuel Saving, improved cook stoves and H.R.U are used by villagers



View of Installed Improved Cookstoves (Chimneys all around)



Sample management Structure



Improved Chulha construction, training and usage



Training women at Hosur



Training local masons at Guribidanur



Improved Chulha using by women



User training programme