

INDIA ACTIVITIES

INDIA CLEAN COOKSTOVES FORUM November 11, 2014

The Alliance

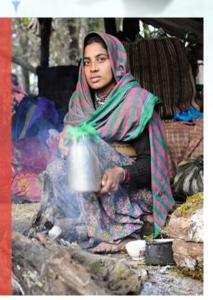
PROBLEM

Every day,

3 BILLION
PEOPLE
(500 million households)
rely on solid fuels to
power their rudimentary
stoves



- Wasted productivity
- Climate, forestry & other environmental degradation
- 21% of global black carbon emissions
- Health & economic burdens that disproportionately impact women & girls



which leads to...

MISSION

- SAVE LIVES
- IMPROVE LIVELIHOODS
- EMPOWER WOMEN
- PROTECT THE ENVIRONMENT



GOAL



100
MILLION
HOUSEHOLDS
ADOPT CLEAN AND
EFFICIENT
COOKSTOVES &
FUELS BY 2020

The Alliance now has 950+ partners actively supporting and growing the sector.

Donor Countries Canada Denmark

Finland

Germany Ireland Malta

Netherlands Norway Spain

Sweden United Kingdom

United States

Private Sector & NGO





















UN & MFI















Laos

Lesotho

Liberia









National Partners

Afghanistan Bangladesh Burkina Faso Cambodia

Burkina Faso Cambodia Central African Rep.

China

Colombia Côte d'Ivoire El Salvador

El Salvador Italy Ethiopia Kenya

France

Ghana Guatemala

Italy Malawi

Mexico

Mongolia

Nepal Nicaragua

Niger

Nigeria

Peru

Rwanda

South Africa

Sri Lanka Tanzania

> GLOBAL ALLIANCE FOR CLEAN COOKSTOVES

Uganda

Vietnam

2013 -2014 Highlights

- The Alliance has been supporting Enterprise capacity building with Sanklap Award winner Sakhi Unique Rural Enterprise and Nokooda and Pilot Funds Grantee Greenway Grameen India.
- Spark Fund: venture and growth stage enterprises reach commercial viability and scale by funding business capacity development and growth
 - Spark II winner from India

 Greenway Appliances
- Pilot Innovation Fund: which finances innovative approaches for enterprises across all stages of development
 - PIF II Winner from India: Prakti Design
- Women's Empowerment Fund: SEWA will develop a toolkit for a handheld electronic device that can be used to collect data to better understand consumer willingness to pay. The toolkit will measure the amount of money saved through use of an improved cookstove and compare it with monthly installments that consumers will pay for the purchase of improved cookstoves.
- Supporting RKTC at IIT-Delhi and TERI. Burns Surveillance at Lok Nayak Hospital

Media and Distribution Strategy to Support MNRE Unnat Chulha Abiyan

People make sustained behavior changes when they perceive a need, an opportunity and the capability to do so.

MNRE and The Alliance therefore aim to:

- a) create awareness and interest amongst chulha consumers;
- b) change their attitudes and conditions;
- c) motivate consumers to 'want' to change their behavior and
- d) empower people to act through a targeted media campaign to promote widespread and sustained behavior change to spark adoption and use of clean cookstoves and fuels

The Alliance will work with MNRE and develop a Distribution Guide for Unnat Chulha Abiyaan based on the available market data and consumer segmentation.



Kerala

In partnership with state government:

- Carry out dip stick market research to ascertain current situation continued usage of biomass stoves, trend of induction stoves usage, verify domestic LPG current numbers and future potential and recommend suitable interventions, awareness campaigns; test and strengthen 3-4 distribution models.
- Study in three cultural regions of Kerala.
- Advisory Group to freeze consumer segmentation for study.





Thank You