

Background

The population in rural India uses traditional energy products for cooking and lighting such as ‘chulhas’ (cookstoves) and kerosene lamps, despite the prevalence of modern solutions in the urban markets. This is primarily due to the lack of awareness regarding the ill effects of these products and the low willingness of consumers to switch from their traditional practices. Mainstream marketing campaigns have not succeeded in bringing about the required behaviour change and adoption of these products in rural India. Awareness and marketing campaigns customized for the rural audience are being tested under the iDPP as effective and scalable methods of marketing clean cooking devices.

Marketing intervention design

The campaigns were implemented across 240 villages reaching out to ~ 50,000 households in 3 phases. The table below summarizes the 3 phases, their activities and outcomes.

	Fatehpur	Rae Bareli	Sultanpur	Basti	Jaunpur	TOTAL	Phase	Start date	End date	Target Households	Marketing Intervention
Phase 1	12	12	12	12	12	60	Phase I	26-Oct 2016	31-Dec 2016	15,000	Leaflet, banner, product booklet, product demo
Phase 2	12	12	12	12	12	60	Phase II	01-Jan 2017	20-Feb 2017	20,000	Leaflet, banner, product booklet, product demo, jingle
Phase 3	12	12	12	12	12	60	Phase III	01-Feb 2017	30-Apr 2017	15,000	Leaflet, banner, product booklet, product demo, jingle, Nukkad Natak, Dharma Chef
Control Group	12	12	12	12	12	60	Ongoing				
TOTAL	48	48	48	48	48	240				50,000	

Phase I

The phase 1 was implemented in 5 districts of Uttar Pradesh East – Fatehpur, Sultanpur, Rae Bareli, Jaunpur and Basti. 12 Dharma Life Entrepreneurs (DLEs) were selected from each district and marketing activities were conducted in the villages of these selected DLEs. These activities aimed to create awareness around the cause of indoor air pollution and to promote the adoption of clean cooking devices. The marketing includes distribution of product leaflets, Dharma Life and campaign banners and demonstration of clean cooking devices which includes Induction.

Phase II

Under phase 2, level 2 marketing activities were implemented in 5 districts of Uttar Pradesh East – Fatehpur, Sultanpur, Rae Bareli, Jaunpur and Basti. The phase includes marketing through modes such as – Jingle activity, Dharma Life banners, campaign banners, product leaflets, clean cooking demo devices (Induction cooktop: Prestige PIC 12.0, Improved cookstove: PCS 1).

The jingle activity comprised of a van branded with campaign banners was run around the village. The campaign jingle was played on the sound system installed in the van. The Promoter inside the van made announcements about the product demonstration activity scheduled on the same day in their village. The van covered the key congregating points of the

village and tried to maximize the reach. The Jingle activity was repeated in the same village after an interval of 7-10 days.

Phase III

The phase 3 of marketing focussed on creating awareness through additional innovative ideas to existing marketing tools such as product leaflets, Dharma Life and campaign banners, product demonstration and jingle activity. Additional activities in phase 3 were Dharma Chef and performing Nukkad Natak in villages.

Dharma Chef is an event organized to encourage the adoption of Inductions through cooking competition. The activity encourages local people to participate in cooking competition which includes cooking on inductions. The activity helps in creating awareness and encouraging induction adoption. Whereas, Nukkad Natak focus on spreading powerful message through enacting and role playing.

Intervention phases in detail

Phase I

Under phase 1, level 1 marketing activities were implemented in 5 districts of Uttar Pradesh East – Fatehpur, Sultanpur, Rae Bareli, Jaunpur and Basti during October till December 2016.

Selection of DLES

12 Dharma Life Entrepreneurs (DLEs) were selected from each district and marketing activities were conducted in the villages of these selected DLEs. These activities aimed to create awareness around the cause of indoor air pollution and to promote the adoption of clean cooking devices

Marketing collateral used

Dharma Life banners, campaign banners, product leaflets, clean cooking demo devices (Induction cooktop: Prestige PIC 12.0, Improved cookstove: PCS 1)

Activities conducted

Installation of banners

The activity involved installation of 2 Dharma Life banners and 1 campaign banner in the vicinity of DLE's house in each of the 60 villages. The banners were installed to provide visibility for the cause as well as the products. They also helped in associating the DLE as a village level representative of the program.

Product demonstration

The villagers, mainly women, were gathered for product demonstrations. The gathering was asked about their existing cooking practices, the fuel they currently use for cooking purposes, the amount of money and effort spent in collecting/obtaining the fuel and the issues/challenges faced while cooking.

This served as a foundation for the demonstration of the products which assure a solution towards a pollution free kitchen, healthy lifestyle and efficient cooking. The women were then informed about the features of the clean cooking products.

The main product benefits of Induction Cooktop that were stressed upon during the demo activities are:

- An induction cooker is an energy-efficient device to cook with when compared to traditional methods. Since it cooks food faster and does not waste any heat outside the vessel, it saves on energy costs.
- There are no open flames and the cooking surfaces cools fast preventing accidental burns.
- Since there is no gas, gas leaks can also be ruled out.
- The induction cooktop is very easy to clean as food does not get burnt and if one spills sauce or oil, one can simply wipe it clean with a cloth.

Similarly, the benefits of the Improved Cookstoves highlighted during the demo activity are:

- The fuel burning efficiency is increased with the natural draft technique, saving up to 60% fuel and 60% money along with the effort and time required to collect/ buy the fuel.
- The cookstove produces up to 80% less smoke, thereby preventing the cooking utensils and walls from turning black and ensuring a pollution free kitchen and a healthier family.
- Portable and durable product which is easy to use and clean.

Live demonstrations were carried out for the gathering wherein the water was boiled or tea was prepared using the cookstoves. In case of Induction cooktops, community members were given an opportunity to touch and feel the product before and at the time of cooking. The features of adjusting the timer and regulating the temperature for different dishes was explained to the women attending the demo. Queries, if any, from the villagers were then addressed and the orders were booked by the DLE.

Leaflet distribution

Leaflets related to the cause of Clean Cooking were distributed to the communities in all the 60 villages across 5 districts. People were informed that the DLE would be the single point of contact for them, should they be interested in knowing more about the products or buying the products. The leaflets are distributed door-to-door and the people were made aware of the importance of keeping the kitchen clean, pollution free and healthy.

Phase II

Under phase 2, level 2 marketing activities were implemented in 5 districts of Uttar Pradesh East – Fatehpur, Sultanpur, Rae Bareli, Jaunpur and Basti during March and April 2017.

Selection of DLES

12 Dharma Life Entrepreneurs (DLEs) were selected from each district and marketing activities were

conducted in the villages of these selected DLEs. These activities aimed to create awareness around the cause of indoor air pollution and to promote the adoption of clean cooking device.

Marketing collateral used

Van with sound system and loudspeaker, Dharma Life banners, campaign banners, product leaflets, clean cooking demo devices (Induction cooktop: Prestige PIC 12.0, Improved cookstove: PCS 1)

Activities conducted

Installation of banners

The activity involved installation of 2 Dharma Life banners and 1 campaign banner near DLE's house in each of the 60 villages. The banners were installed to provide visibility for the cause as well as the products. They also helped in associating the DLE as a village level representative of the program.

Jingle Activity

A van branded with campaign banners was run around the village. The campaign jingle was played on the sound system installed in the van. The Promoter inside the van made announcements about the product demonstration activity scheduled on the same day in their village. Many people in the villages were inquisitive about the messaging of the jingle and would gather around the van. The Promoter then would inform them about the purpose of the visit in their village, the cause associated with the activity being conducted and then distribute them the leaflets. The Promoter would also demonstrate the products to the villagers. The van covered the key congregating points of the village and tried to maximize the reach. The Jingle activity was repeated in the same village after an interval of 7-10 days.

Product demonstration

The villagers, mainly women, were gathered for product demonstrations. The gathering was asked

about their existing cooking practices, the fuel they currently use for cooking purposes, the amount of money and effort spent in collecting/obtaining the fuel and the issues/challenges faced while cooking.

This served as a foundation for the demonstration of the products which assure a solution towards a pollution free kitchen, healthy lifestyle and efficient cooking. The women were then informed about the features of the clean cooking products. Live demonstrations were carried out for the gathering wherein the water was boiled or tea was prepared using the cookstoves. In case of Induction cooktops, community members were given an opportunity to touch and feel the product before and at the time of cooking. The features of adjusting the timer and regulating the temperature for different dishes was explained to the women attending the demo. Queries, if any, from the villagers were then addressed and the orders were booked by the DLE.

Leaflet distribution

Leaflets related to the cause of Clean Cooking were distributed to the communities in all the 60 villages across 5 districts. People were informed that the DLE would be the single point of contact for them, should they be interested in knowing more about the products or buying the products. The leaflets were distributed door-to-door by the Promoter during the Jingle activity and during the product demo activity and the people were made aware of the importance of keeping the kitchen clean, pollution free and healthy.

Phase III

The phase 3 of marketing focussed on creating awareness through additional innovative ideas to existing marketing tools such as product leaflets, Dharma Life and campaign banners, product demonstration and jingle activity. Additional activities in phase 3 were Dharma Chef and performing Nukkad Natak in villages.

Dharma Chef is an event organized to encourage the

adoption of Inductions through cooking competition. The activity encourages local people to participate in cooking competition which includes cooking on inductions. The activity helps in creating awareness and encouraging induction adoption. Whereas, Nukkad Natak focus on spreading powerful message through enacting and role playing.

Dharma chef campaign

- Dharma Life ran 52 Dharma Chefs across 9 districts.
- On an average 22 Inductions were sold per Dharma Chef village during the project timeline from October 2017 to September 2018.
- In total, 647 inductions were sold across 52 Dharma Chef events.
- On average, 225 people attended the Dharma Chef Events. In total 11,700 people attended the events.
- At the village level, on average 10 participants took part in the event, from the base village and from the neighbouring village. This helped draw crowd from the neighbouring village and increase the penetration for education and awareness.
- Both induction SKUs were sold, along with solar light and Water Purifiers.

Nukkad natak (street plays)

Messages are received better when they are verbalised in the language of local problems and social codes. Keeping with this strategy, Dharma Life decided to engage its network of entrepreneurs to design effective messaging to ensure better reception and response. Rather than circulating textual material in villages where literacy levels were low, Nukkad natak (street plays) were shown to local audiences. Dharma Life's Women Entrepreneurs drafted the plots and central messages to these plays themselves, keeping in mind local problems and making compelling

appeals for improved cooking solutions through the narrative.

- In total, 105 Nukkad Nataks were conducted across 9 districts.
- In total, 9291 people attended the events.
- In total, 114 cookstoves were sold across 105 Nukkad Nataks.

Result

As given in table 1, a total of 41,057 leaflets have been distributed through the marketing intervention. A total of 225 product demonstrations were carried out where the benefits and usage were communicated to the gathering. In phase II, 120 jingle activities were carried out which helped in reaching out to 32,295 households in 5 districts. In phase III, where additions of Dharma Chef and nukkad nataks were made, 105 nukkad nataks were performed and 52 Dharma Chefs were organized to reach out to 27,875 households in 14 districts.

Metrics	Phase I	Phase II	Phase III	Total achieved
Leaflets distributed	11,270	29,787	-	41,057
Activities conducted	60 (demo)	Van activities: 60 demos + 120 jingles	105 demos + 105 nukkad nataks 52 Dharma Chefs campaign	502
Households reached	32,220	32,295	17,000+	85,000+
Coverage	5 districts	5 districts	17,000+	

A total of 85,000+ households were reached out through product leaflets distribution, product demonstration, jingle activity, nukkad nataks and Dharma Chefs.

A total of 13,700 cookstoves were sold during and after the activities in the course of the intervention as a part of the project.

The effectiveness of each activity can be measured through sales and households reached by each activity which can be seen in table 2.

Intervention	Sale of Induction cooktops sold during intervention	HHs reached	Conversion rate
Demos with Group Meetings	1508	32,220	4.7%
Van supported activities (jingle and demo)	1411	32,295	4.4%
Nukkad nataks and demos	114	9291	1.2%
Dharma Chef	677	5,200-7,800	9-13%
Consumer financing	2000	4000	50%
Total	5710	85,000+	