



## Kalphana Rai : Women Entrepreneur Improved Cookstoves

Kalphana Rai  
Proprietor  
Kalphana Kitchenware and General Store  
Udayapur, Nepal



# Who am I?



At my home village



Recognized by Local Financial Institution



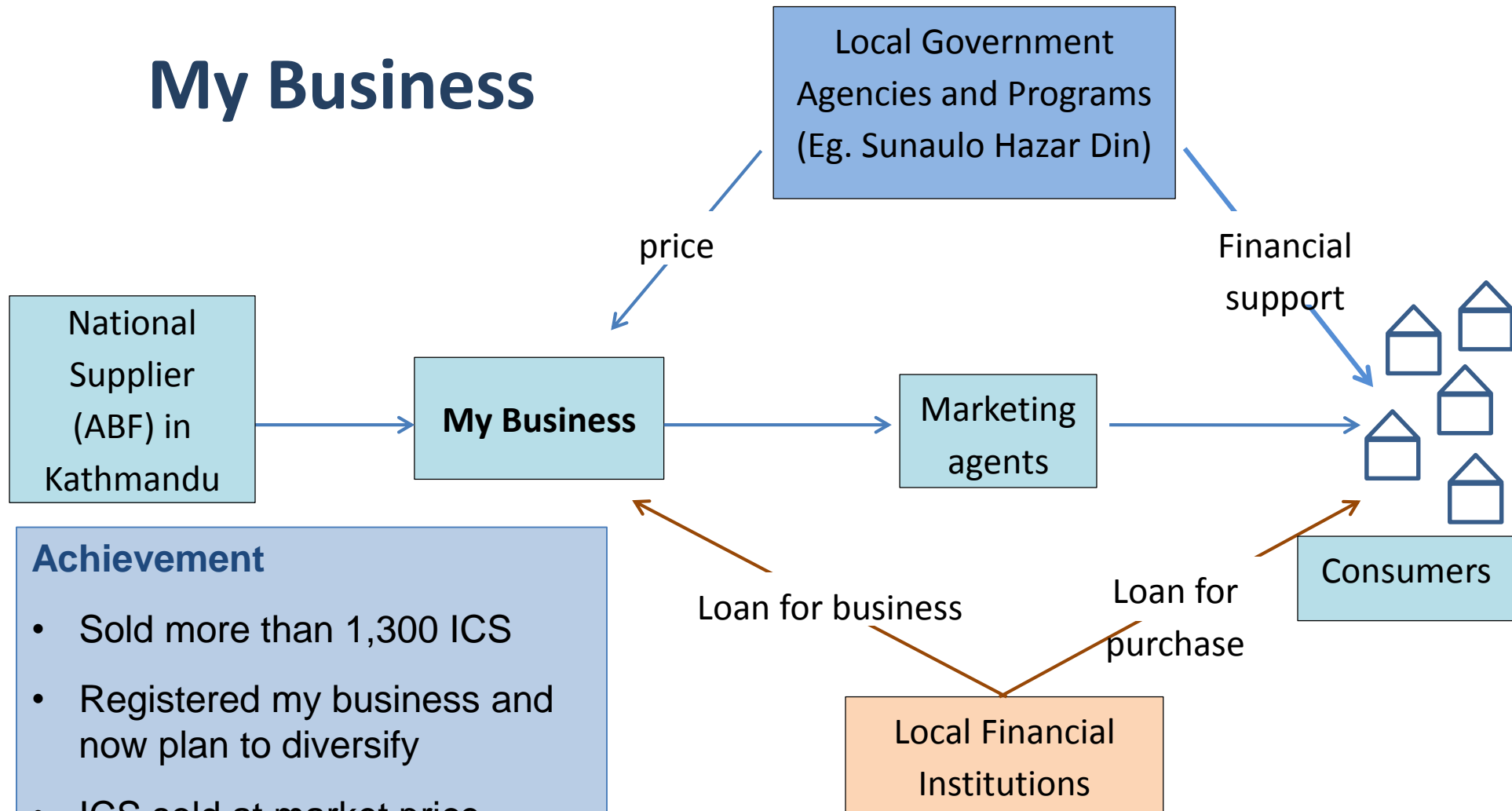
My first award as Best Retailer 2016



Rewarding my marketing agents

- Resident of Udayapur, rural eastern part of Nepal, 344 km away from Kathmandu, Capital
- Previously, worked in health, water supply, sanitation sector
- Now a business leader providing improved cooking solution to my village
- Proud single mother to a son

# My Business



## Achievement

- Sold more than 1,300 ICS
- Registered my business and now plan to diversify
- ICS sold at market price where subsidy-seeking mentality prevails
- I am a pioneer and played important role in the supply of ICS



# My Challenges

- Consumer awareness
- Low willingness-to-pay of potential consumers
- No distribution channel exists for ICS
- Lack of investment capital



A cookstove I sold



My outlet

# My Solutions

- Negotiated with a government programme called Sunaulo Hazar Din to partially support consumers to purchase ICS
- Have formal agreement with national supplier, Ajummary Bikas Foundation in Kathmandu to supply to my market area; "Best Retailer 2016" award winner
- First year sale was 900 ICS
- Received business loan from a local saving and credit cooperative

# My Market



## Udayapur District

- **My target business area:** 3 Municipalities and 2 Rural municipalities
- Target households: 23000
- (Total Households: 46751 )

(Source: National Census, 2011)



• **Products:** improved cookstove (fixed and portable), biogas stove, gasifier stove, LPG stove, modern cooking utensils



## Social Impacts

- Clean and safe kitchen environment along with reduction in emission
- Lesser expenditures on fuel wood
- Employment for market agents (10 women and 2 men) in my supply chain



## Financial Summary

Description	USD
Equity	3448
Loan from Local Financial Institutions	4310
Investment Ask	9482
Total Investment	17240

- Payback period: 4.74 years
- Internal Rate of Return: 43%

# ASIA CLEAN ENERGY FORUM 2017



THANK YOU

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