

Asia Clean Energy Forum 2018: Track 3 - Energy Access

Social Marketing to Promote Electric Cooking in Sub-Urban and Rural Nepal

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Innovation for sustained growth

**National Association of
Community Electricity Users Nepal**

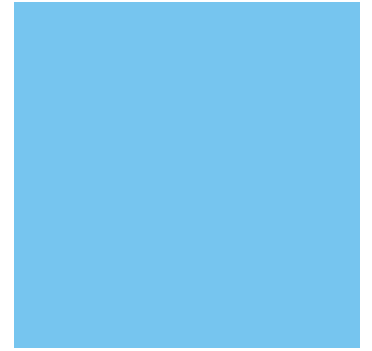


Background: Clean cooking situation in Nepal



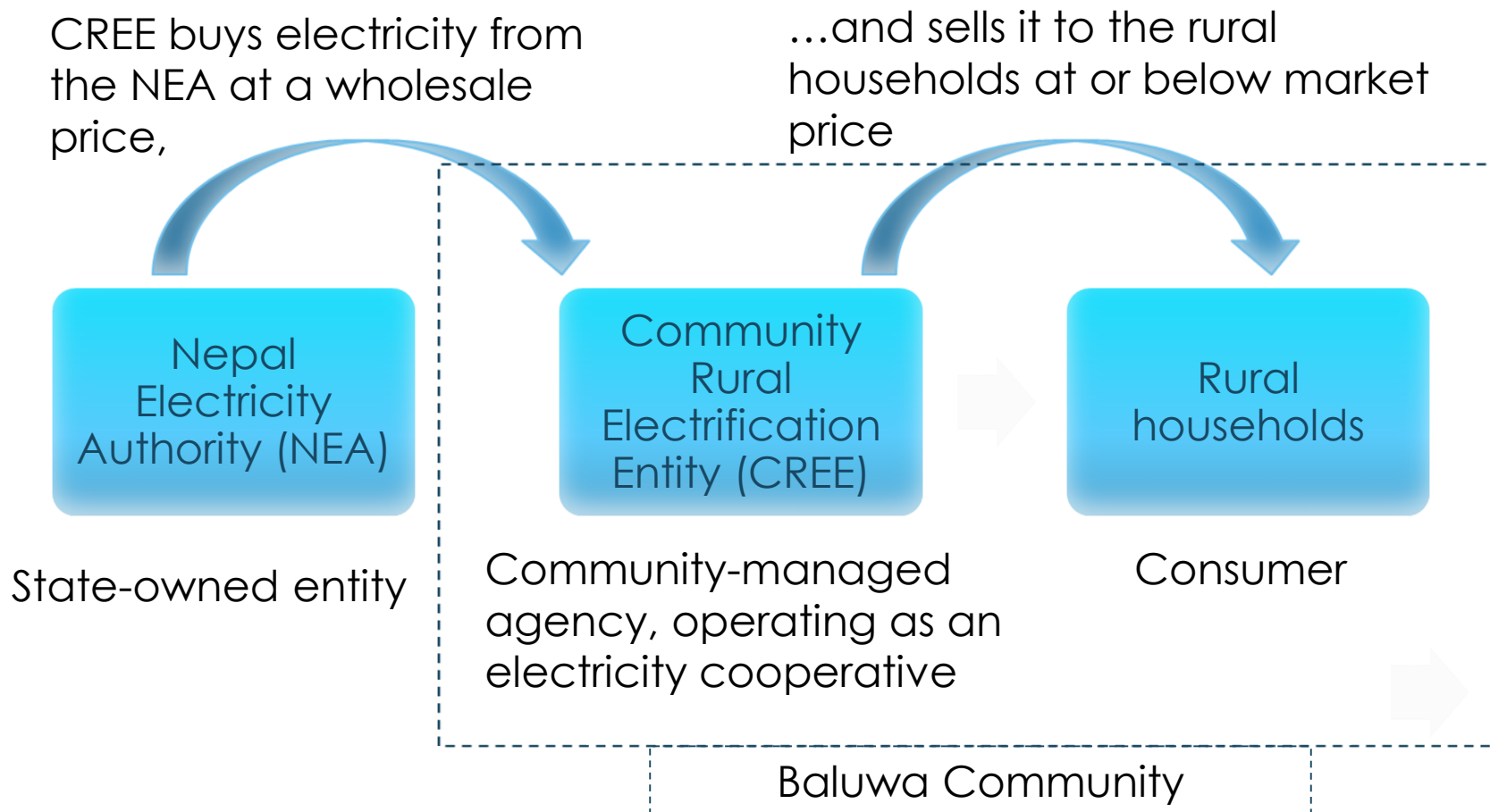
- About 80% of total households in Nepal is electrified
- Yet, about 60% of the total households use firewood as primary cooking and heating fuel
 - Annual Household Survey 2014-2015
- Market of clean cooking particularly electrical cooking has not developed yet, especially in rural and suburban areas.

Our objective



Set up a supply chain of electric cooking to support the transition of rural and sub-urban households from firewood-burning stoves to clean cooking behavior

Electricity supply in Baluwa



A Complete Value Chain of Electric Cooktop

Standard setting for electric cooking in Nepal has been initiated by **GACC**

Local partners:
Community Rural Electrification Entity (CREE) in Baluwa, Local MFIs

Agents of change: Local opinion leaders, early adopters

Clean cooking Technology suppliers/distributers

Local retailers, service providers

Consumers

Strategic partner:



NACEUN

(national association of CREEs)

Support Partners

Ajummery Bikas Foundation (ABF)

- Market linkages and development
- Capacity building of potential retailers and service-providers
- Monitoring and behavior change research

Local MFIs

- Providing consumer loan (Payment in 3 installments, 15% interest)
- Shown interest to provide loan to local retailers

CREE Baluwa

Opinion leaders

- Local coordination
- Demand creation
- Technical data collection for monitoring

National Association of Community Electricity Users Nepal (NACEUN)

- Raising awareness about the intervention among CREEs
- Identification of CREEs
- Support in technical monitoring

Social Marketing: Key Components

Identified
through
baseline study

Preferred
product (i.e.
clean, quick
and safe
cooking) at
just price

Develop
local
retailers,
service
providers

Entrepreneurship
development,
business mentoring,
link up with city based
suppliers, micro-
financing institutions

User
education,
user financing,
after sale
services

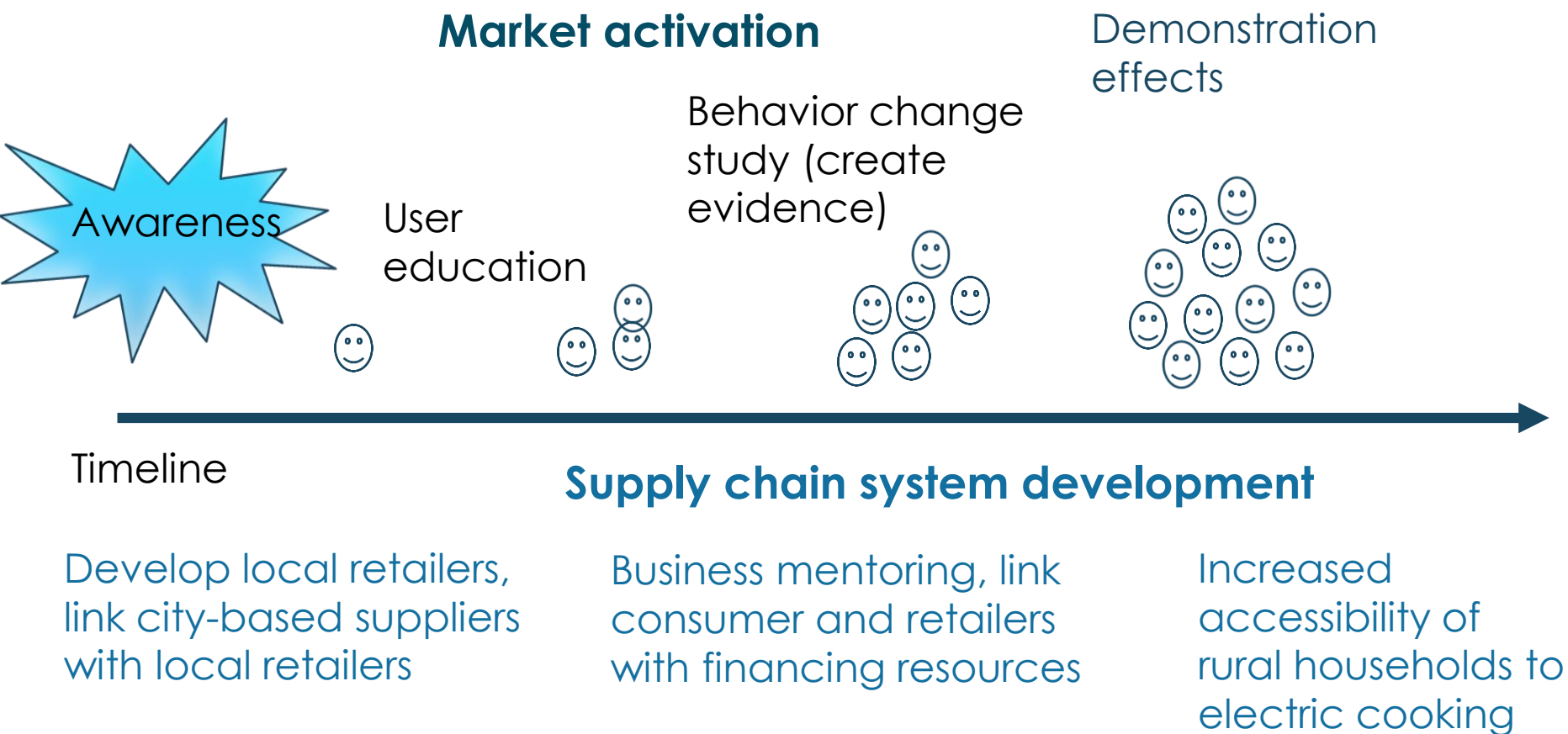
Behavior
change
through user
education,
displacement
of firewood

Market
activation by
raising
awareness about
cost and benefit
of cooking
options

Collaboration with
CREE, demonstration,
awareness
campaigns,
interpersonal
communications



Key interventions and expected output



Consumers' feedback



I have not been to the forest to collect firewood since I started using it (electric cooking). It looks safe so I have been allowing my daughter to make tea on it.

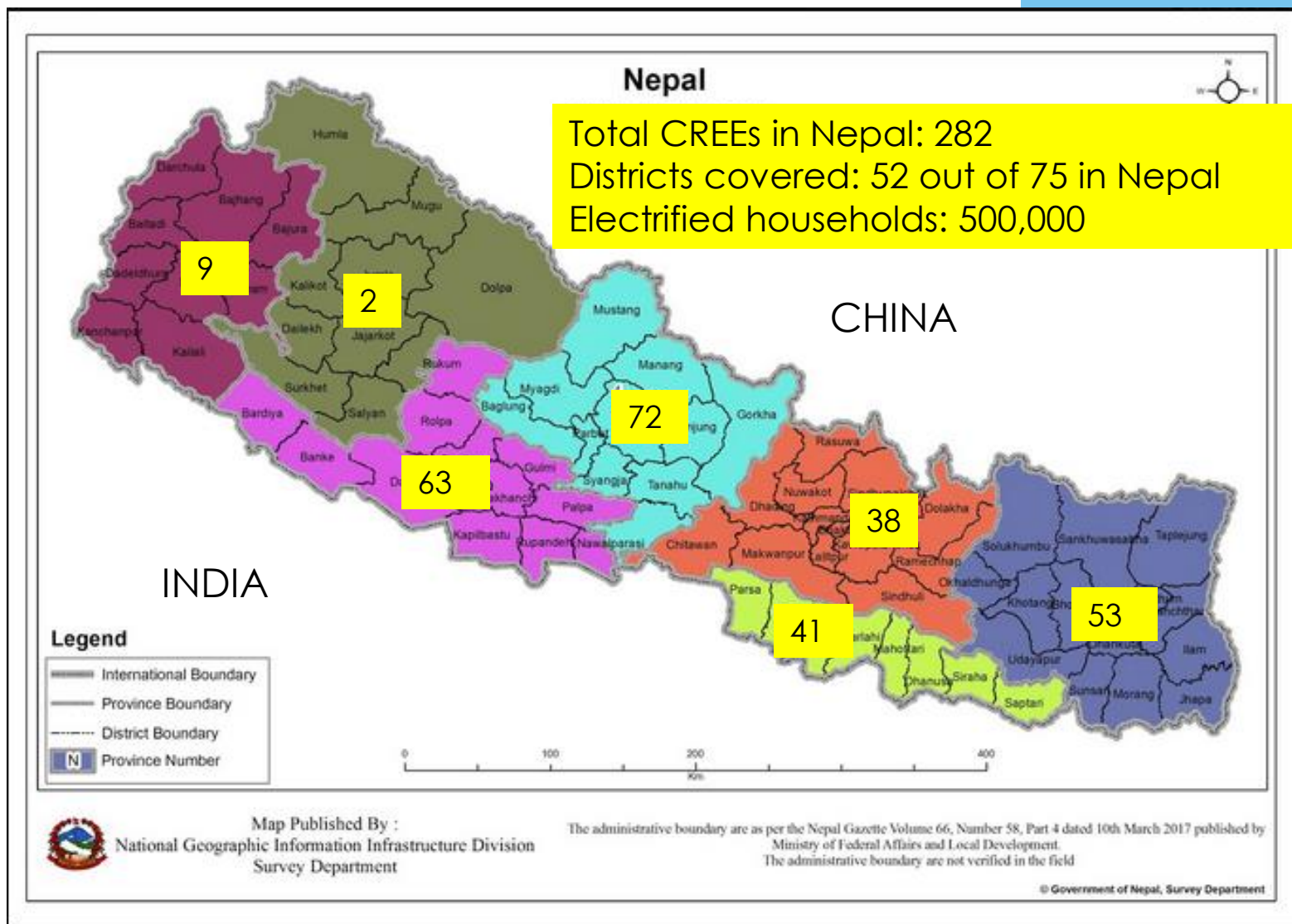
- Maya Shrestha, Panchkhal 12



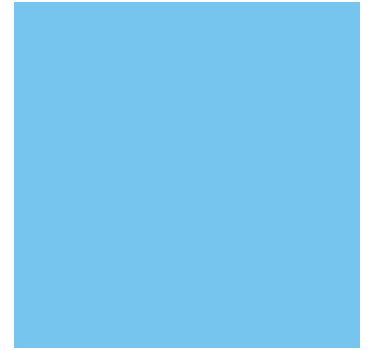
Interesting learning...

- CREE and its existing social network have been central to creating demand
- Interpersonal interactions, user education are key to sustained and correct use of the new cooking technology
- The electric cooktop is selling without any subsidy. Equity and installment payment scheme are being used for its purchase

Potential for Replication



Baseline study



Demand creation: Demonstrations, Awareness Programmes



Participants at demonstration event taking a thorough look at the electric heater

User education



ABF team providing user's education to early adopters

Sales Event



First batch of adopters in Baluwa, Panchkhal Municipality

Advocacy and Lobbying at National Level



Advocacy and Lobbying at NACEUN General Assembly:
Nepal's Energy Minister keenly learning about ABF's electric cooking promotion initiatives

THANK YOU!



For further information:

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