Deep Dive Workshop on Electric Cooking - The Way Forward
Organized by India Smart Grid Forum

Local Distributors for EPCs
Presented by

Tutor: Mohua Mukherjee, Consultant, World Bank

Thursday, 17th June 2021 | 17:30-19:00 (India) | 20:00-21:30 (Manila)
Market Framework for EPC

• A shift to electric cooking will require on-boarding of multiple stakeholders through numerous consultations to understand and address their concerns
• Electricity company—investment in upgrading connections
• Electricity company—ongoing revenues from rural customers
• Local Equipment Distributors to identify sales and provide after sales service—can we leverage the networks and experience of pico-solar appliance distributors?
• Demonstration projects through community cooking centers
• EPC as Aspirational product—to build demand, deep engagement is needed with men, and highlighting environmental benefits of avoiding firewood
New Generation of Results Based Finance Instruments

• First generation RBF was intended to kick-start a market and support distributors to offset initial start-up costs for products and geographies they would not otherwise consider as target markets

• It was also intended to increase affordability for first-time adopters, through capital cost buy-down

• Mobilizing large sums of international capital requires detailed data and evidence of use

• Updated RBF is heavily reliant on technology, and targeting of LOCAL distributors to overcome barriers to accessing international RBF funds

• Unique product keys attached to each appliance, and IoT based data capture on usage parameters. No human interface needed for verification, to lower costs

• Incentive to distributor offered not only for upfront adoption, but also for frequent usage, which is remotely monitored (frequent usage meaning the product is working; after-sales service has been provided; biomass avoided)
Thank You

For discussions/suggestions/queries email:

mohuam@gmail.com