

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

Local Distributors for EPCs

Presented by

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



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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:

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