



**Green Vitality Solution Industries,  
Delhi (India)**

**A First Generation Woman  
Entrepreneur venture**

**Is Pleased to Introduce you to the  
presentation of its environment friendly cook  
stove for the Rural World**



**The entity is a start up venture by a first generation business woman**

**The owner, Eiti Roy experience in different sectors.**

**The Entity is Pleased to Introduce you to the presentation of its environment friendly cook stove for the Rural World**

Key to Healthy Food: Cook it, Boil it, Peel it, Eat it



**Cooking and boiling Makes it  
safe to eat  
Kills Bacteria, prevent Illness and  
Disease**



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# FUELS

Cooking uses over 50% of the energy used by a rural family

The average rural family spends 20% or more of its income purchasing wood or charcoal for cooking

The normal method of cooking uses about 8 kgs of firewood to cook food for a family of five.



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# Traditional Mud Stove cooking fire-Problems?

## Environmental Hazards of smoke from stove

Every year Indoor air Pollution (IAP) is responsible for the death of 1.6 million people – *i.e.*, one death every 20 seconds

Smoke from kitchen enters other rooms and lead to IAP

The smoke makes the cooking pots dirty increasing the work load of women.



## Direct Visible Disadvantages of Present Practice

Fire spreads out of cooker wasting energy and creating risks of fire damage

This creates a risk of burns and scalds.

Thermal efficiency is 5 to 15 %.

Takes more time to cook & needs lots of fuel.



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# Traditional Urban Chulha



Chulha used in urban poor



Exposed flame losing heat to surrounding air.

Same smoke and fuel problems as traditional mud cooking fire



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# Problems with Traditional Chulha: Smoke



Every year 500,000 women and children die in India due to long term exposure to smoke in rural kitchens.

The smoke causes:



Eye problems



Lung problems

User and family exposed to smoke

Family members often need to climb on the roof to clean the chimney. This has been blamed for many accidents.



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# A better cook stove needs to:

Minimize fuel usage

Reduce the smoke  
emission

Use different biomass fuels

Easy to build from local  
materials

Accept different cooking  
vessels

Now lets look at some improved stoves

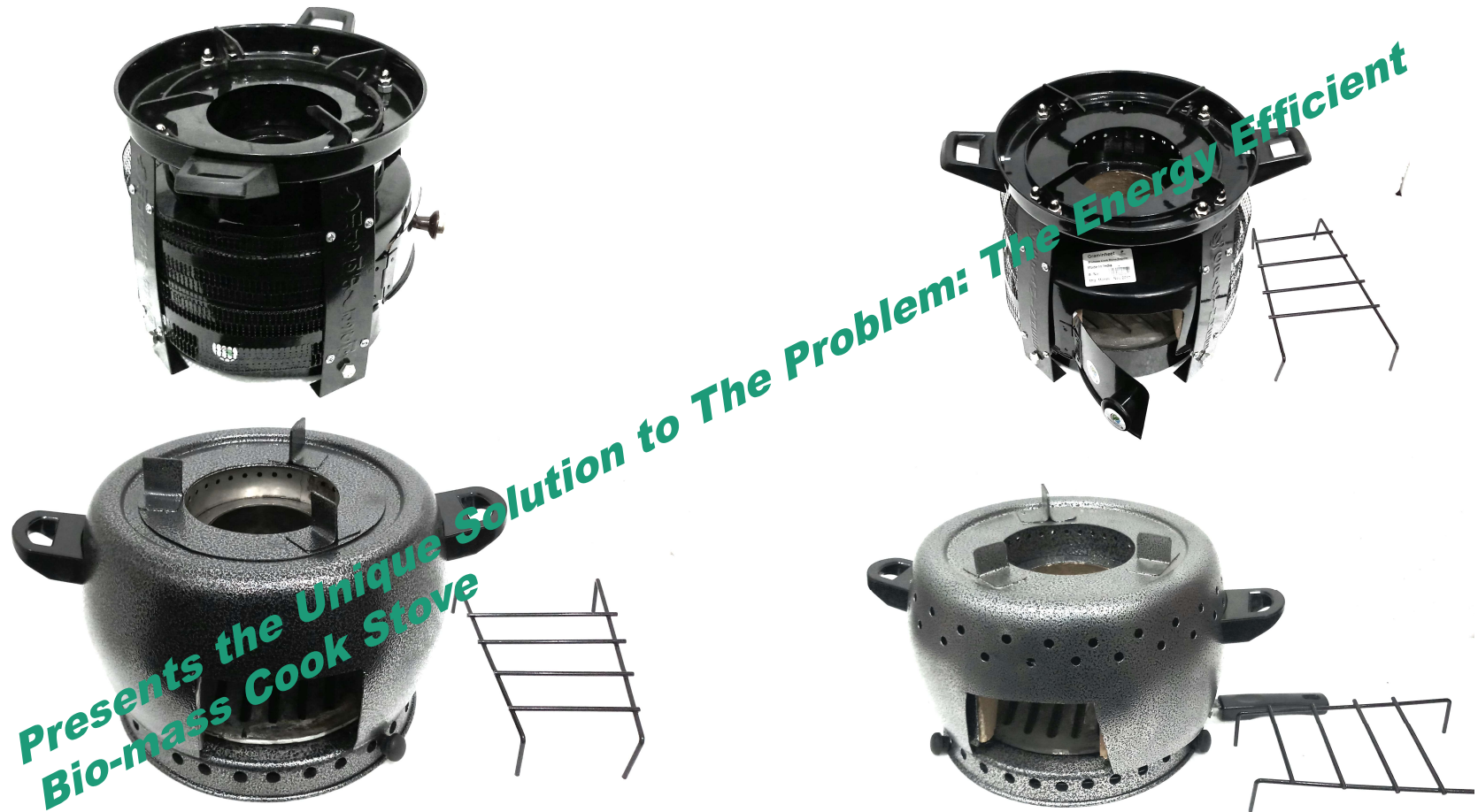


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# Benefits of Smokeless Cook Stove

Reduced risk  
of carcinogenic  
fumes

Less  
smoke in  
the  
house



I Don't need to  
clean my  
house as much

I use 60% less  
wood

Cooking is  
finished  
within half  
the time

Reduces deforestation

Reduced risk of eye injuries

Thermal efficiency increased

Risk of burns reduced from open flames



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# OUR BUSINESS STRATEGY: GOING RURAL

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- Large consuming class with 41% of middle class and 58% of total disposable income.
- Opportunities for new entrants as compared to urban population.
- Growing at about two time faster pace then urban markets.
- Improved quality of life

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# REASONS TO GO RURAL

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- The large number of consumers
- Largely untapped markets
- Market size
- Increase in income; disposable income
- Willingness to try new products
- No effects of slow down on rural markets



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# OUR PRODUCT

Product : Graminheet

Product : ADHUNIK CHULHA



Model: GVSIT999



GVSIT777



GVSIT211



SP26ND

**Tagline: Smokeless Biomass  
Cook Stove**

**Slogan: Best Product with  
Affordable Price**



**Tested Technology for Safer  
Cooking**

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# FEATURES OF SMOKELESS UNNAT CHULHA

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- ✓ Option of Stainless Steel and Mild Steel body
- ✓ Protruding flame protection cover
- ✓ Easy grab Bakelite handles
- ✓ Minimum maintenance or cleaning
- ✓ Less space required
- ✓ Portable Natural Draft Biomass Cook Stove
- ✓ Weight – 10.5 kgs / 9.5 kgs / 8kg / 4 kgs
- ✓ Height of Stove : 254mm / 254mm / 210mm / 210 mm
- ✓ Diameter of Stove at the top: 268mm/268mm/280mm/280mm
- ✓ Height of Combustion Chamber: 192mm
- ✓ Packing Box Size: (31x31x31)cm / (31x31x31)cm /24x31x31cm /24x31x31 cm
- ✓ High Power Thermal efficiency 27.05%
- ✓ Warranty 1 years on site

USP of our product: Easy to use and fuel efficient



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# WHY Smokeless Unnat CHULHA?

## Drawbacks of traditional chulhas:

- Immovable
- Emission of smoke and resultant health hazard
- Less efficient
- Over consumption of fuel
- Difficult to start fire
- 70% of India still cooks on traditional chulhas

Did you know?

150 million households in India cook on firewood

1.6 million people die annually due to indoor air pollution caused by firewood based cooking

Green Chulha mitigates 2 tonnes of CO<sub>2</sub>e per stove per annum saving up to 8kgs of wood weekly



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# WHY Smokeless Unnat CHULHA?

- ✓ Saves 70% fuel cost
- ✓ Suited for cow dung, agro-waste, wood and dry forest waste.
- ✓ Reduced cooking time
- ✓ Minimize harmful emissions
- ✓ Convenient cooking
- ✓ Provides comfort and portability
- ✓ Efficient for all kinds of cooking
- ✓ Time saving

Characteristic	Smokeless Unnat Chulha	Traditional Mud Chulha
Thermal Efficiency	27.05%	10
CO/CO <sub>2</sub> Ratio	0.09	0.5-2.5
Burning Rate	0.85	1.5-2.0



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# OUR BUSINESS MODEL

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Based on 4 A's approach of Indian/World rural market our strategies are planned accordingly as under:

Product Strategy

Pricing Strategy

Distribution Strategy

Promotion Strategy



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# PRODUCT STRATEGY

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In Rural India/World, stove is one of the most important consumer durable goods.

While developing the product for rural markets, it is important for us to take decisions on product attributes like quality, features, design and style.

A simple design, absence of gimmicky features, convenient to use- a few points taken into consideration while deciding product strategy. Our product strategy includes the following:

- Small and portable units.
- Low priced packing.
- Efficient and attractive Product Design.
- Product branding: color, size, features.
- Capable to burn wet wood also.
- Make available burnt ash to wash our utensils.
- Due to stable design of Stove we can use heavy Utensils for cooking (upto 50kgs capacity) without risk of tripping.



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# PRICING STRATEGY

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In rural markets, consumers look at the value for money. They do not perceive the premium value of brands.

Understanding all the factors influencing price the following strategy was formed:

- Psychological pricing
- Avoid sophisticated packing
- Low cost (value for money)
- **Easy Maintenance:** Assembly of stove is using nuts and bolts. In the case of any part requiring replacement, same can be done by the user also, the parts are available easily. This increases the life of the asset. This reduces the need of replacement of the stove and increasing its life.



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# POSSIBLE DISTRIBUTION STRATEGY

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One of the major hurdles in rural markets is availability. There is a demand for products, but many companies do not have a distribution network. To solve this problem the following distribution strategy will be used:

- Rural Wholesalers
- NGO's
- Tie Up With Local SHG (Self-help Group)
- Rural Malls
- Haats
- Distributors On Bicycles, Mobile Traders
- Distribute through Private CSR
- Working with Govt. Agencies through their various Scheme
- Online nationals and International Sales



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# POSSIBLE PROMOTION STRATEGY

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- ✓ Demonstration in District, Block and panchayat
- ✓ Establish relations with retailers
- ✓ Haats, Melas & Jatras (regional fair): contests, interactive games
- ✓ Online offer and Marketing
- ✓ Sales promotion: Special promotions on days of Diwali & other Indian/International Festivals.



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# IMMEDIATE DELIVERABLE PLAN - I

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Green Vitality Solutions Industries has launched the stove, already exported consignment to Nepal and Bangladesh.

It has further orders waiting.

It realizes that development of rural distribution network is not something which can be done on its own.

It also realizes that NGOs and SHGs have very wide network almost all over India and World.

The NGOs and SHGs are doing commendable work everywhere in social and economic upliftment of the society.

The company, therefore, wants to partner with as many NGOs and SHGs as possible to expand its market as also work with them for providing the cook stove.



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# IMMEDIATE DELIVERABLE PLAN - II

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- The company is planning to partner with the NGOs who are in operation in rural areas.
- The company also wants to partner with the corporate world, through the NGOs for implementation of their Corporate Social Responsibility (CSR) plans.
- Promotion of energy efficient cook stove in rural India/World can be covered under two categories of CSR Schemes:
  - Rural Development through rural health and economic improvement, with specific focus on women health
  - Ensuring Environmental sustainability



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# FURTHER PLANS

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Like every organization we have a future plan. It includes the following targets:

- Expansion- tapping Rural Areas of India/World
- Achieving lower cost of production
- New variants: colours and sizes
- Participate with Govt. Seminars for Growth under Scheme of Govt. as well as International Organisations



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# CONCLUSION

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India and World, consisting of a million villages, is a huge untapped markets willing to accept newer technology.

On understanding the need, culture, income and mind set of people in Rural India/World “Smokeless Chulha” was created.

There are challenges yet in rural markets like distribution network, low capita income, electrification though it's an untapped market



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# Now popular in urban areas too



Many people living in cities miss the food cooked on chulhas/Stove

The modified chulhas/Stove can be easily installed in flats or urban homes, as they do not emit smoke and require less fuel



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- We Express our Gratitude for interest shown.
  - For your enquiries, you can call us at +91-9560771095
  - Mail us to [info@graminheet.com](mailto:info@graminheet.com)
  - Visit us at <http://www.graminheet.com/>
  - Also at Instagram : [\\_graminheet\\_](#)
  - Also at LinkedIn : [gramin-heet-a37a8914a/](#)
  - Also at <https://www.facebook.com/et.roy.35>

*Thanks. Let us Make It Together*



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