



**GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES**

INDIA ACTIVITIES

**INDIA CLEAN COOKSTOVES FORUM**  
November 11, 2014

# The Alliance

## PROBLEM

Every day,  
**3 BILLION**  
**PEOPLE**  
(500 million households)  
rely on solid fuels to  
power their rudimentary  
stoves



which leads to...

- 4,300,000 deaths annually
- Wasted productivity
- Climate, forestry & other environmental degradation
- 21% of global black carbon emissions
- Health & economic burdens that disproportionately impact women & girls



## MISSION

- SAVE LIVES
- IMPROVE LIVELIHOODS
- EMPOWER WOMEN
- PROTECT THE ENVIRONMENT



## GOAL



**100**  
**MILLION**  
HOUSEHOLDS  
ADOPT CLEAN AND  
EFFICIENT  
COOKSTOVES &  
FUELS BY 2020

# The Alliance now has 950+ partners actively supporting and growing the sector.

<b>Donor Countries</b>	Canada Denmark Finland	Germany Ireland Malta	Netherlands Norway Spain		Sweden United Kingdom United States
<b>Private Sector &amp; NGO</b>	 	 	 	 	 
<b>UN &amp; MFI</b>	 	 	 	 	  
<b>National Partners</b>	Afghanistan Bangladesh Burkina Faso Cambodia Central African Rep.	China Colombia Côte d'Ivoire El Salvador Ethiopia	France Ghana Guatemala Italy Kenya	Laos Lesotho Liberia Malawi Mexico	Mongolia Nepal Nicaragua Niger Nigeria Peru Rwanda South Africa Sri Lanka Tanzania Uganda Vietnam

# 2013 -2014 Highlights

- The Alliance has been supporting Enterprise capacity building with Sanklap Award – winner - Sakhi Unique Rural Enterprise and Nokooda and Pilot Funds – Grantee - Greenway Grameen India.
- Spark Fund: venture and growth stage enterprises reach commercial viability and scale by funding business capacity development and growth
  - Spark II winner from India– Greenway Appliances
- Pilot Innovation Fund: which finances innovative approaches for enterprises across all stages of development
  - PIF II Winner from India: Prakti Design
- Women’s Empowerment Fund: SEWA - will develop a toolkit for a handheld electronic device that can be used to collect data to better understand consumer willingness to pay. The toolkit will measure the amount of money saved through use of an improved cookstove and compare it with monthly installments that consumers will pay for the purchase of improved cookstoves.
- Supporting RKTC at IIT-Delhi and TERI. Burns Surveillance at Lok Nayak Hospital

# Media and Distribution Strategy to Support MNRE Unnat Chulha Abiyan

People make sustained behavior changes when they perceive a need, an opportunity and the capability to do so.

MNRE and The Alliance therefore aim to:

- a) create awareness and interest amongst chulha consumers;
- b) change their attitudes and conditions;
- c) motivate consumers to 'want' to change their behavior and
- d) empower people to act through a targeted media campaign to promote widespread and sustained behavior change to spark adoption and use of clean cookstoves and fuels

The Alliance will work with MNRE and develop a Distribution Guide for Unnat Chulha Abiyan based on the available market data and consumer segmentation.



# Kerala

In partnership with state government:

- Carry out dip stick market research to ascertain current situation – continued usage of biomass stoves, trend of induction stoves usage, verify domestic LPG current numbers and future potential and recommend suitable interventions, awareness campaigns; test and strengthen 3-4 distribution models.
- Study in three cultural regions of Kerala.
- Advisory Group to freeze consumer segmentation for study.

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Thank You