



*EC's SWITCH-Asia II  
Program component  
–Supporting the  
switch to sustainable  
consumption  
patterns and  
behaviours among  
consumer groups,  
civil society  
stakeholders and the  
public sector*



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GRANTS PROGRAMME



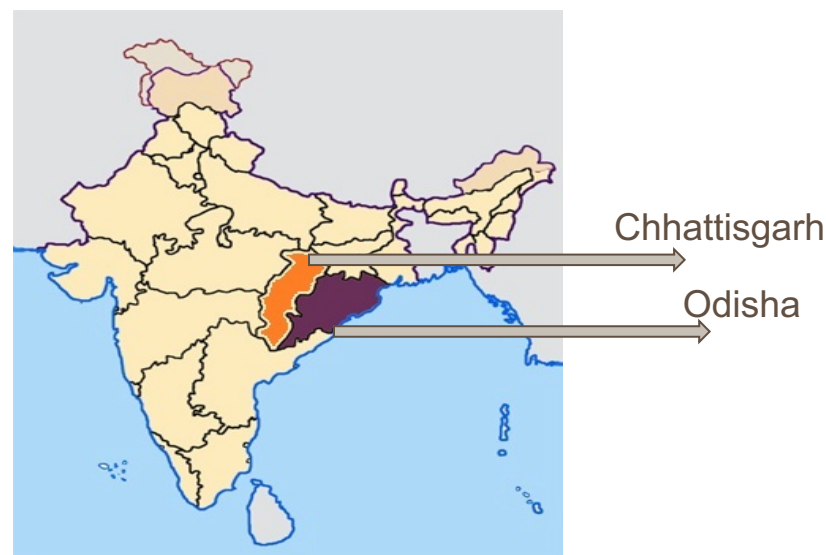
# SWITCH ASIA II Project: Evolving a Women-centred model on Improved Cook Stove Adoption (BACHAT)



**Objective:** *To promote sustainable adoption of Improved Cook Stoves (ICS) as a clean cooking energy solution among forest-dependent households in Chhattisgarh and Odisha*

## Focus on:

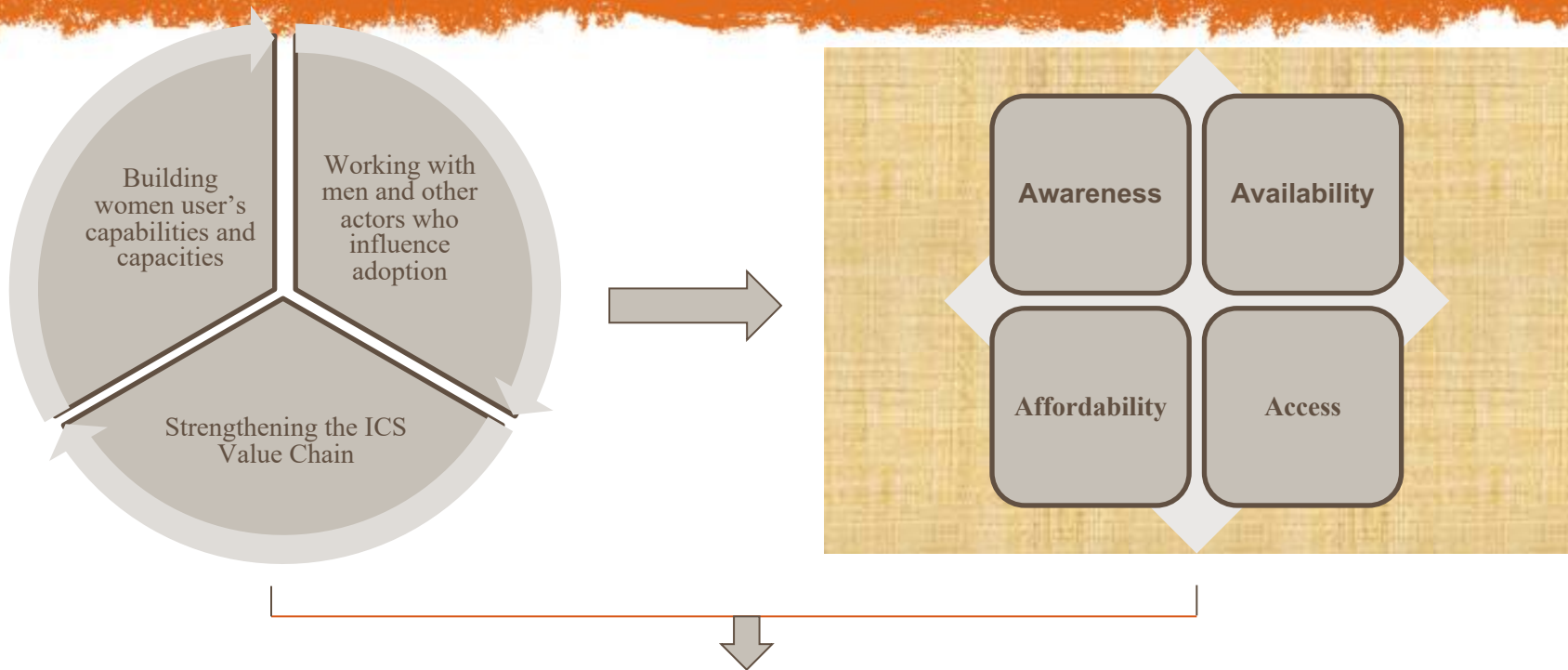
- ❑ Using a combination of capacity building, collectivisation, market development and multi-stakeholder engagement actions for ICS model selection, extension and adoption
- ❑ Evolving a women-centred Model of ICS extension for replication among 800 million rural households in the country who use traditional and polluting cook stoves



- **Project Location:** Jashpur District (Chhattisgarh) and Kalahandi and Kandhamal Districts (Odisha); India
- **Target group:** 10,000 Forest Dependent Households in 107 villages
- **Programme Period:** January 2016 to December 2019 (4 years)
- **Donor:** European Commission
- **Project Implementing Agencies :** CARE India (Key applicant) and CARE France (Co-applicant)
- **Technical Agencies Involved:** IIT-D, TIDE, CTRAN and State Renewable Energy Agencies



# Project Components, Focus and Key Result Areas



## Key Result Areas

1. Women from FDHs have identified ICS options to suit their needs, by price and design
2. Women from project villages take and inform HH decision to procure and use ICS
3. Men and key ICS supply chain stakeholders become sensitive and respond to women's needs for appropriate cooking solutions
4. ICS Value Chain becomes strong and inclusive
- 5.<sup>2</sup> A women-centred model for clean energy transition by poof, FDHs documented and disseminated for wider dissemination

**Key Approaches** – Collectivisation, Inclusive ICS VC Promotion (including Women Entrepreneurship Development), Participatory Extension through Sustainable Household Energy (SHE-) Schools

**Behavioral Change Communication:** awareness generation sessions, door-to-door campaigns, IEC materials, recognition and reward to women and couples and SHE - School members

**SHE – Schools** (*an innovative approach*): promote SHE-Schools on the lines of FFS methodology for participatory extension of ICS; engage women, enhance their confidence, and build their stake in the process and product of participatory ICS testing and selection; video document SHE – School sessions and user experience

**Training and Mentoring:** build capacities of women from FDHs to function as SHE Champions to facilitate SHE Schools, and inform and influence other women thru intensive classroom and field training; develop tool kits, training methodologies and pictorial learning materials; on-the-field handholding, participatory monitoring and discussion-sessions of SHE Champions and SHE School members; training and on-field mentoring of ICS entrepreneurs



**Engaging with Men and other Actors:** holding dialogues with men during field days and door-to-door campaigns, and in Gram Sabhas, recognizing and rewarding couples, linkages with VC actors including financial institutions, creating buyer-seller interfaces

**Strengthening the ICS Value Chain:** Capacitating women and men from FDHs as ICS VC entrepreneurs (including SHE Technicians), Enterprise linkages between entrepreneurs and market actors

**Consultations and Research and Documentation:** engage a range of stakeholders to discuss issues related to HAP and cook stoves, sharing emerging findings of project interventions, conducting studies for systematic assessment of outcomes and impacts; case studies, social media postings, videos, discussion papers and policy briefs

**Policy Engagement:** networking, consultations and evidence based publications; initiate network widely with multiple stakeholders in the household cooking energy space, creating an ecosystem of supporters and potential collaborators





# Key Project Outcomes



- ❑ An evidence based scalable model for ICS extension evolved
- ❑ Women's leadership in clean cooking energy domain strengthened
- ❑ Key ecosystem actors like forest department are appreciative of and are adopting the model



## ***Other Outcomes***

- ❑ 3100 FDHs have switched to ICS bringing down household air pollution levels significantly; up to 30% savings in average fuel consumption; reduction in weekly fuel collection-and cooking-times, and reduced drudgery of women associated with fuel collection and cooking
- ❑ Additional 1535 FDHs from the non-project villages influenced to adopt ICS as a clean cooking option
- ❑ Women led 200 Sustainable Household Energy Schools facilitating participatory learning among 10,000 FDHs by providing a ground for practice-based capacity building on clean energy and ICS options

- ❑ 800 women users leading *in-situ* performance assessment of 25 different models of Improved Cook stoves (ICS) resulting increased women's confidence level and influence on HH cooking energy decision-making
- ❑ 63 ICS ecosystem actors engaged and extending support in introducing varied ICS options and training women users on proper ICS usage and maintenance
- ❑ Women and Men from FDHs (25 women, 15 men) capacitated as sustainable household energy (SHE) technicians to provide timely maintenance, repairing and installation related services to users to ensure sustainable adoption of ICS
- ❑ 10 SHE Technicians affiliated as ICS Installers with the National Skill Development Corporation, Ministry of Skill Development and Entrepreneurship, Government of India
- ❑ Women and Men from the local community (3 women, 2 men) capacitated as ICS entrepreneurs started energy-related business/trade reaching out to FDHs within and beyond the project areas

- SHE School platforms have been instrumental in promoting practice-based capacity building of women and peer-influencing
- Creating a *menu of options* (in the form of multiple ICS models, cadre of technicians, ICS retailers and suppliers, financial products, “green” business opportunities) enables rural women to make an informed choice
- SHE Schools organized around women’s Self-Help Group platforms imparts institutional strength to this learning-by-doing endeavor and solutions to address financial barrier
- For the envisaged gains from ICS extension to realize, there is a need to account for affordability aspect that have traditionally affected sustained adoption and use of ICS
- Engaging men and bringing them on board is crucial and important to create an enabling and supporting environment for women within the household
- Till other affordable technology alternatives become accessible for the rural households at the Bottom of the Pyramid (BoP), improving extension and adoption of Improved Cook Stoves (ICS) continue to offer a solution in the near term.



# Pics of project events



**SHE School Session**

**Joint Session with ICS manufacturers**



# Pics of project events



**ICS Buyer-Seller Meet**



**Training of SHE Technicians**



# Pics of project events



**Men-Women Energy Interface**



**Cooking Camp**



# Pics of project events



**Awareness session in School**



**ICS Value Chain Actors Meet**





A switch to ICS from traditional polluting cook stove can improve the quality of life of women and enhance their social, economic, and environmental wellbeing, but enabling this switch will require a comprehensive extension package encompassing women, other members of their households, ICS-VC actors, and government functionaries.