

Equitable Commercialization of Improved Cook Stoves

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Government Program

- National Program on Improved Chulah (NPIC)
 - 1984-2002
 - Reduce fuel consumption/ protect the environment
 - Reduce drudgery for women (time and energy to gather wood)
 - Subsidy based
- Role of Appropriate Rural Technologies Institute (ARTI)
 - Technical Backup Unit under NPIC
 - Only involved in technologies- no say in who gets which stove



Subsidy-Based Stove Dissemination

- Artisan receives quota from Government of India (MNES)
- Target oriented
- Minimal input from users
- Minimal financial or personal investment
- Short lifespan stoves

Shell Foundation

- Decentralized authority to state and local agencies
- Simultaneous involvement by Shell Foundation
- Project Title: Commercialization of Biomass Fuel and Cooking Devices (2002)
- First phase of program complete (Beginning of ‘scale up’)



Market-Based Stove Dissemination

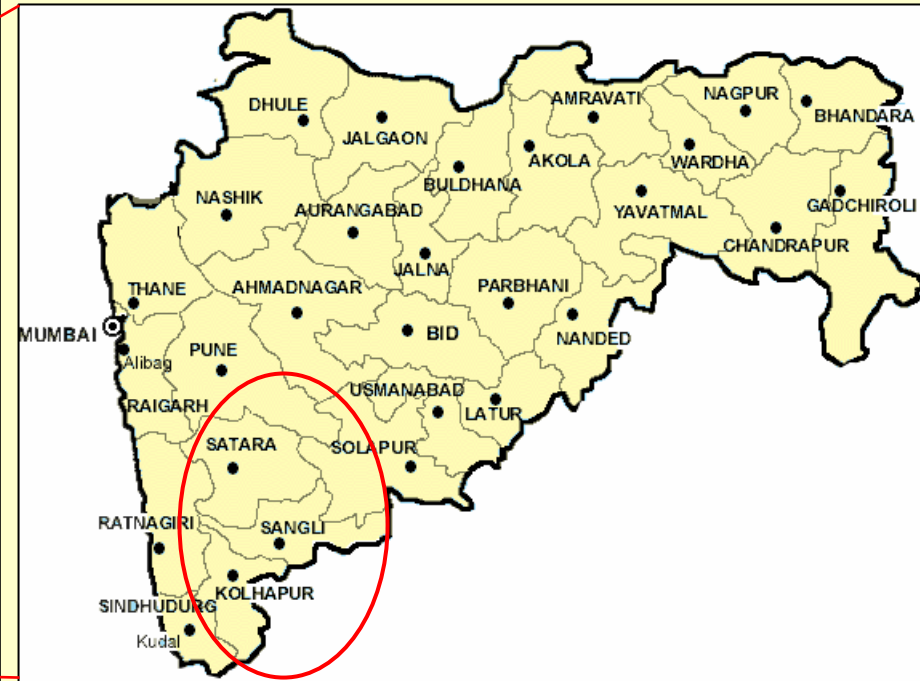
- Artisans receive financial support for marketing items
- NGO receives money for training, demos and marketing
- Emphasis on cultivating personal investment in stoves
- Localize support services
- Sustainable business model- Commercialization Toolkit
- No subsidies

Research Questions

- What has been the influence of commercialization?
- How can dissemination be improved?



Geographical Context



State: Maharashtra

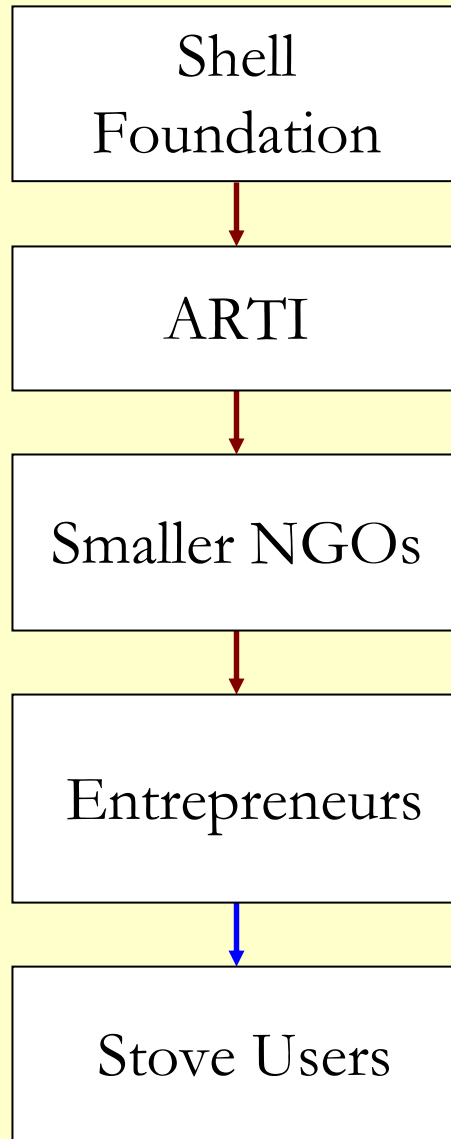
Districts: Satara, Sangli and Kolhapur

Methods

- Interviews with actors along delivery ‘chain’
- Focus on stove users
 - Personal interviews
 - N = 50 stove users
 - Village level IC survey
 - N = 5 villages of varying wealth



Organizational Structure



Findings

- Despite significant program success, benefits unevenly distributed:
 - Poorest demographic receives fewer stoves
 - Poorest villages receive little to no coverage



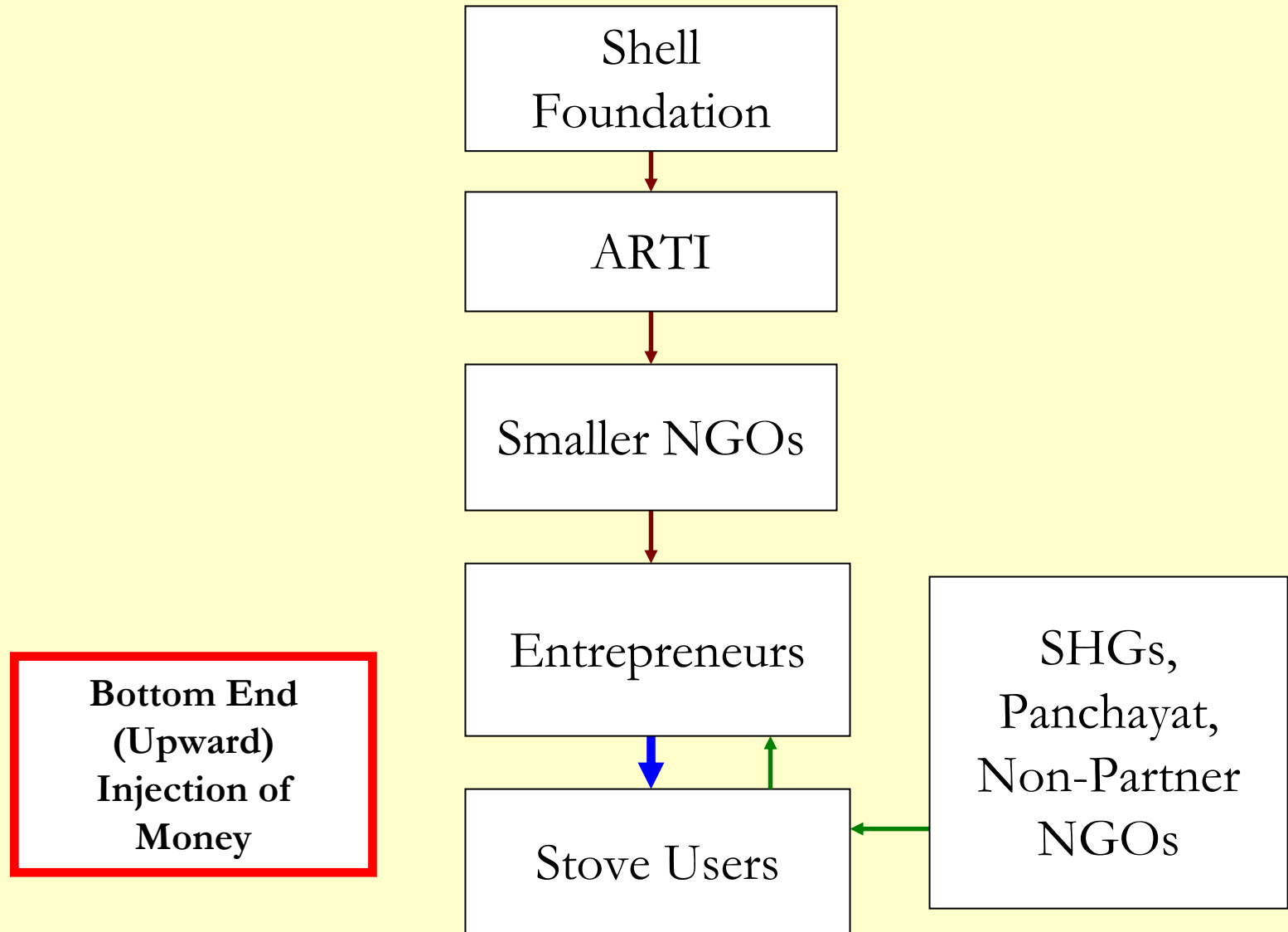
Findings

- However...notable success stories
 - ARTI encourages and facilitates local, bottom-end organizations to mediate commercialization schemes and achieve equitable distribution.
- The power of decentralized governance
 - Bottom-end organizations raise money, provide loans

Examples of Bottom-end Delivery Sector Assistance

- Self Help Groups (SHGs)
 - In all villages, loans given to poorest SHG members for the purchase of stoves.
- Village Panchayat (Village level governing body)
 - In two villages, Panchayat helped finance 50% of Rs 300 stoves to poor through village funds.
- Non-Partner NGOs
 - ‘Art of Living’ provided subsidies Rs 250 of Rs 300 stove to produce model ‘smoke free’ village. Wealthy and poor received stoves.

Modified Organizational Structure



Providing Incentives for Bottom-End Participation

- Panchayat and SHGs receive incentive to aid in the delivery of Improved Cookstove as a result of government programs.
 - Ex. Clean Village Awards



Don't Forget the Little Guys!

- Need to encourage and facilitate bottom-end delivery organizations
 - Valuable political, social and economic capital
 - Likeminded, shrewd, enterprising and capable
- They provide:
 - A financial safety net for poorest stove users
 - An otherwise unavailable market for entrepreneurs
 - Supplemental marketing assistance for artisans

Looking Locally to Achieve Equity

- Important for policy makers and project managers to identify:
 - Challenges: Account for stove user and artisan level inequities
 - Opportunities: Integrate bottom-end organizations into the stove delivery model
- Improve the health and livelihood of both stove users and artisans
- Commercialization schemes can achieve ‘robust’ success (i.e., producing both a sustainable *and* equitable business model)

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