

CASE STUDY

COLLABORATIVE APPROACH TOWARDS RURAL INTERVENTIONS / TATA TRUSTS – CLEAN COOKING INITIATIVES

With a mission to catalyse social development, Tata Trusts has been working on a multitude of complex issues that pertain to rural development that have a social, economic or environmental impact, one of which is clean cooking solutions.



TATA TRUSTS

PROBLEM

Solid fuel-based traditional biomass cookstoves has been the mainstay of Indian cooking methods, particularly in rural India. These negatively impact not just the environment in several ways, but also the physical health of consistent users, particularly women and children.

SOLUTION

To systematically create a market-based solution for this, the Tata Trusts launched the Clean Cooking initiative in selected districts of Gujarat, Rajasthan and Uttar Pradesh in 2015, with the objective of building and catering to demand for clean cooking solutions through awareness, access, affordability and adoption. The programme set an ambitious target of 40,000 clean cooking devices delivered through a collaborative model

Drivers for clean cooking solutions



AWARENESS



ACCESS



AFFORDABILITY



ADOPTION

Collaboration amongst stakeholders

COMMUNITY INSTITUTIONS / LOCAL NGOS	COMMERCIAL SOLUTION PROVIDERS	FUNDERS (TATA TRUSTS)	MICRO ENTREPRENEURS, SHGS, FPOS
<ul style="list-style-type: none"> / Creating awareness on the hazards of indoor air pollution and clean cooking / Connecting with SHGs and FPCs / Solution testing and selection / Catalysing early adopters to use the improved solutions and encouraging sustained usage / Identifying micro-entrepreneurs 	<ul style="list-style-type: none"> / Collaborating with local partners to ensure delivery of cookstove products and other solutions include induction cooktops, solar lights, water filters, induction compatible utensils, cookers, efficient fans, mosquito nets, and sanitary products, strengthening the last mile supply and delivery chain / Providing after-sales services / Conducting capacity building & training to raise awareness, technology operations, sales, book maintenance 	<ul style="list-style-type: none"> / Overall programme design and coordination / Creating a sustainable consumer financing system such as revolving funds at the block level while focusing on no-product subsidy models / Technology agnostic but emphasis on best products / Engaging with existing grassroots institutional set-up / Monitoring and evaluation 	<ul style="list-style-type: none"> / Direct sales through last-mile entrepreneurs / Executing awareness and marketing campaigns / Ensuring product and service delivery / Delivering consumer financing and managing the revolving fund

The Impact – Replicable and scalable intervention model with stellar success

The programme, in many ways, has been able to achieve and over-deliver on its impact targets:

25,000+ improved cooking solutions and 55,000+ social impact products were sold through a network of 450+ field level micro-entrepreneurs, till date

300+ awareness activities undertaken, such as interpersonal interactions, meetings, nukkad natak, and wall paintings, and 400+ marketing

activities such as demonstrations, cooking competitions, and offering of trial periods

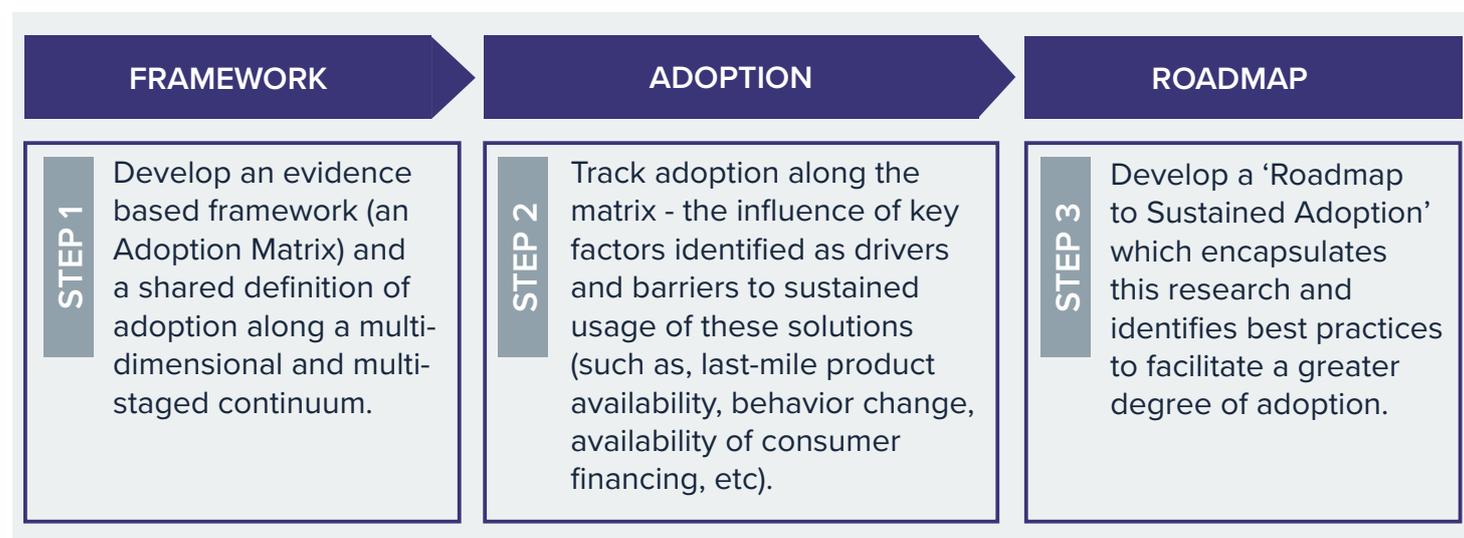
Adoption and piloting of innovative technologies, such as temperature sensors and bangles that measure carbon monoxide to study adoption and impact

Laying the groundwork: Industry-wide collaboration to drive sustained adoption of clean cooking solutions

Despite an increased push from stakeholders such as the government, private players, funding agencies, and NGOs on clean cooking solutions, sustained adoption of these solutions have continued to witness roadblocks, such as culturally unsuitable designs and programmatic challenges. In the absence of a shared understanding on what is needed for the adoption of clean cooking solutions and key success indicators for

programmes in the sector, there is a lack of clarity on both the barriers that need to be overcome and the drivers that are needed to address this challenge.

To overcome this, the Tata Trusts in collaboration with the Clean Cooking Alliance, Sambodhi Research, Nexleaf Analytics, McCann Health, Grameen Intel, TERI, SEWA, Dharma Life and Saunta Gaunta Foundation, are leading an initiative to share learnings, drive sustained use and adoption of clean cooking solutions to positively impact on health and quality of life through the following:



The outputs from this initiative should be useful to all stakeholders in this sector, as it would create a common language to define adoption and help guide

the development of future programmes, create iterative versions of existent programmes and inform fund flows.

The case study 'Collaborative approach towards rural interventions - Tata Trusts - Clean Cooking Initiatives' has been contributed by Tata Trusts with inputs from Tata Trusts - Clean Cooking Initiatives team and we thank them for their contributions.

[Click here](#) to know more about Tata Trusts programmes and initiatives. The case study is published as part of the Rural Collaboration project – The Stages of Development Framework