



# Cooking in Rural India

*Programme Design and  
Implementation*

26<sup>th</sup> November, 2018

 **dharma** life  
RISING TOGETHER

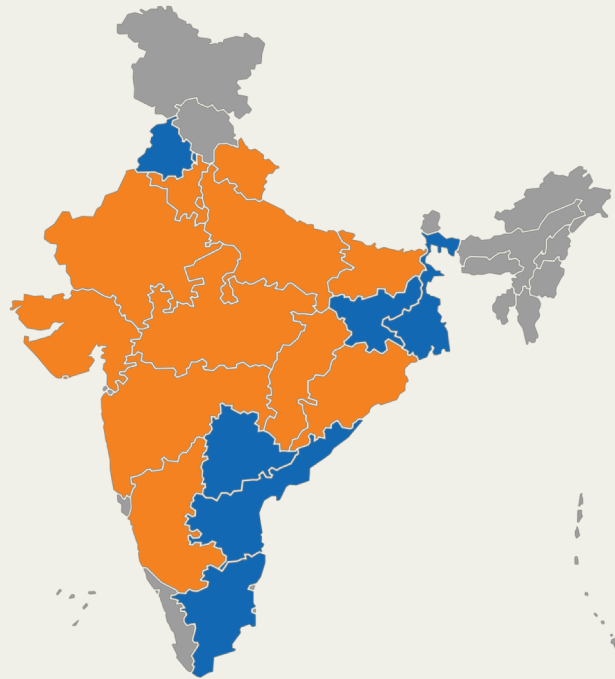




# An Overview of Dharma Life

Dharma Life is improving the quality of life in rural India through an entrepreneurship model that provides access to socially impactful products and services

## SOME OF OUR PARTNERS



Dharma Life has a network of **14,000+ Dharma Life Entrepreneurs (DLEs)** in **13 states** that have provided products to more than **9 million consumers** in **40,000+ villages** across India

Dharma Life is planning to expand into **a further 6 states** and reach **40,000 villages** by 2018

*With a focus on nurturing women entrepreneurs (currently over 70% DLEs are women)*



**Goal: Reach 50 million rural consumers, through a network of 100,000 Dharma Life Entrepreneurs, comprising of 50% women entrepreneurs within the next 5 years.**



# Our Working Model

Dharma Life improves the quality of life in rural India through an entrepreneurship model that provides access to socially impactful products and services.

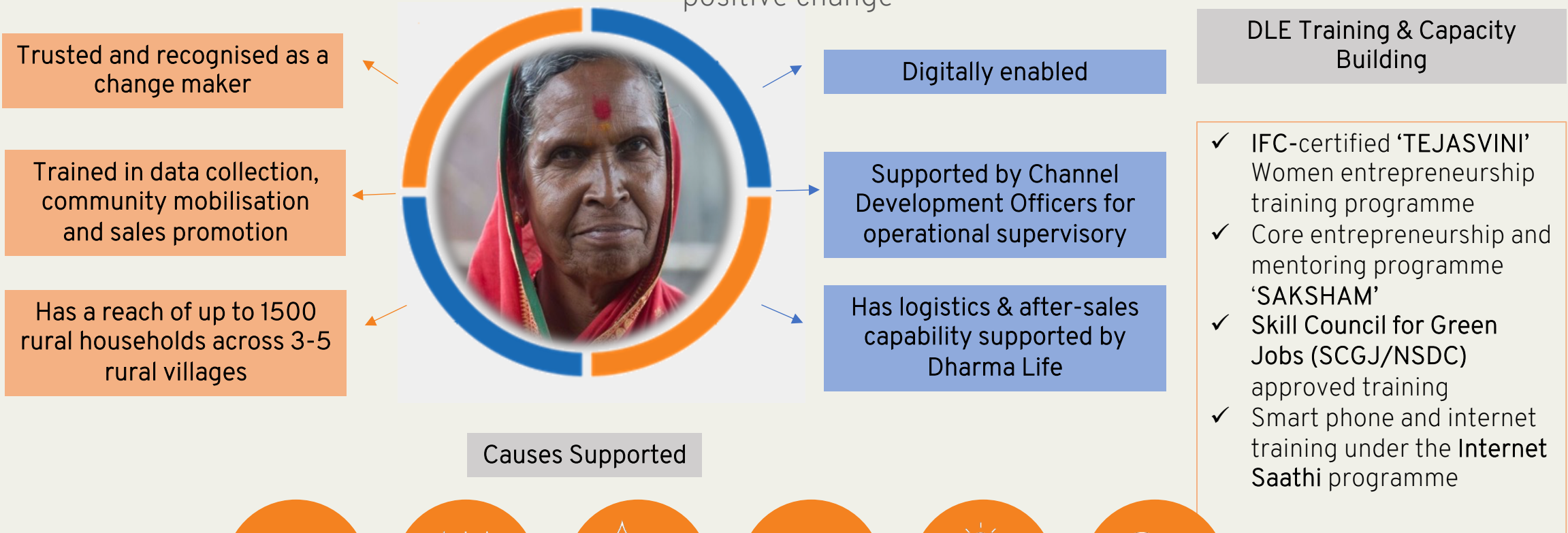


- Build Dharma Life Entrepreneur network to create a foundation for change and deliver products and services at the last mile. Rural entrepreneurs are identified, selected and trained to become social changemakers by addressing the issues of awareness, accessibility and affordability for social impact products
- Build an ecosystem for community engagement, behaviour change and collective participation;
  - Extensive behaviour change and awareness campaigns that change mindsets and promote better practices;
  - Affordable and inclusive finance to help households in procuring critical product and services;
- Drive thought leadership and innovation for inclusive progress.



# Entrepreneur Development

The **Dharma Life Entrepreneur (DLE)** is a woman from the village who wants to build her own business and generate income. She also understands the key problems of her community, and is excited to be the torchbearer of positive change



## Causes Supported







# Our Products and Services

Dharma Life works with each DLE to choose the right product(s) for her



## Livelihood



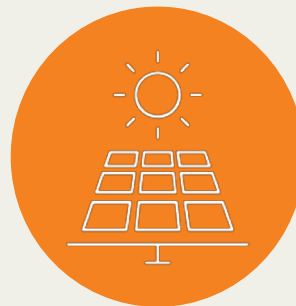
## Education & Digital Literacy



## Water, Health, Hygiene & Sanitation



## Indoor Air Pollution



## Access to Clean Energy



## Nutrition

### Products

- |  |   |   |  |   |
|--|---|---|--|---|
| <ul style="list-style-type: none"><li>• Mobile Phone</li><li>• Sewing machine</li><li>• Cycles</li></ul> | <ul style="list-style-type: none"><li>• Female hygiene products</li><li>• Water purifiers</li></ul> | <ul style="list-style-type: none"><li>• Clean cooking solutions</li></ul> | <ul style="list-style-type: none"><li>• Solar lighting</li></ul> | <ul style="list-style-type: none"><li>• Micro nutrient fortified drinks</li></ul> |
|--|---|---|--|---|

### Services

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"><li>• Digital literacy campaign</li><li>• “Lighting Up Young Minds”</li></ul> | <ul style="list-style-type: none"><li>• Hand wash campaign</li></ul> | <ul style="list-style-type: none"><li>• “Lighting Up Young Minds”</li></ul> |
|---|--|---|





# Product Distribution



## Product partnerships

Partnering with **pioneering manufacturers with 'socially impactful' products** that meet the basic needs of rural customers



## Local distribution Network

Established local distribution hubs that **ensure efficient delivery** across its network



## Innovative systems and processes

Using technology aided solutions to develop new tools to **optimise sales, delivery and customer service**, keeping retail price low



- World class quality products from pioneering manufacturers
- Socially impactful products aimed at improving quality of life of the BoP population



- Innovative distribution model for efficient and **cost effective last mile reach** to villages
- Coverage of a **large base** through 14,000+ DLEs (reaching 40,000+ villages)



- Tech enabled solution to optimize sales, delivery, service and related processes to integrate last mile partners (DLE/ stockist/ distributor)
- **After Sales Services** through Dharma Life Entrepreneur network.

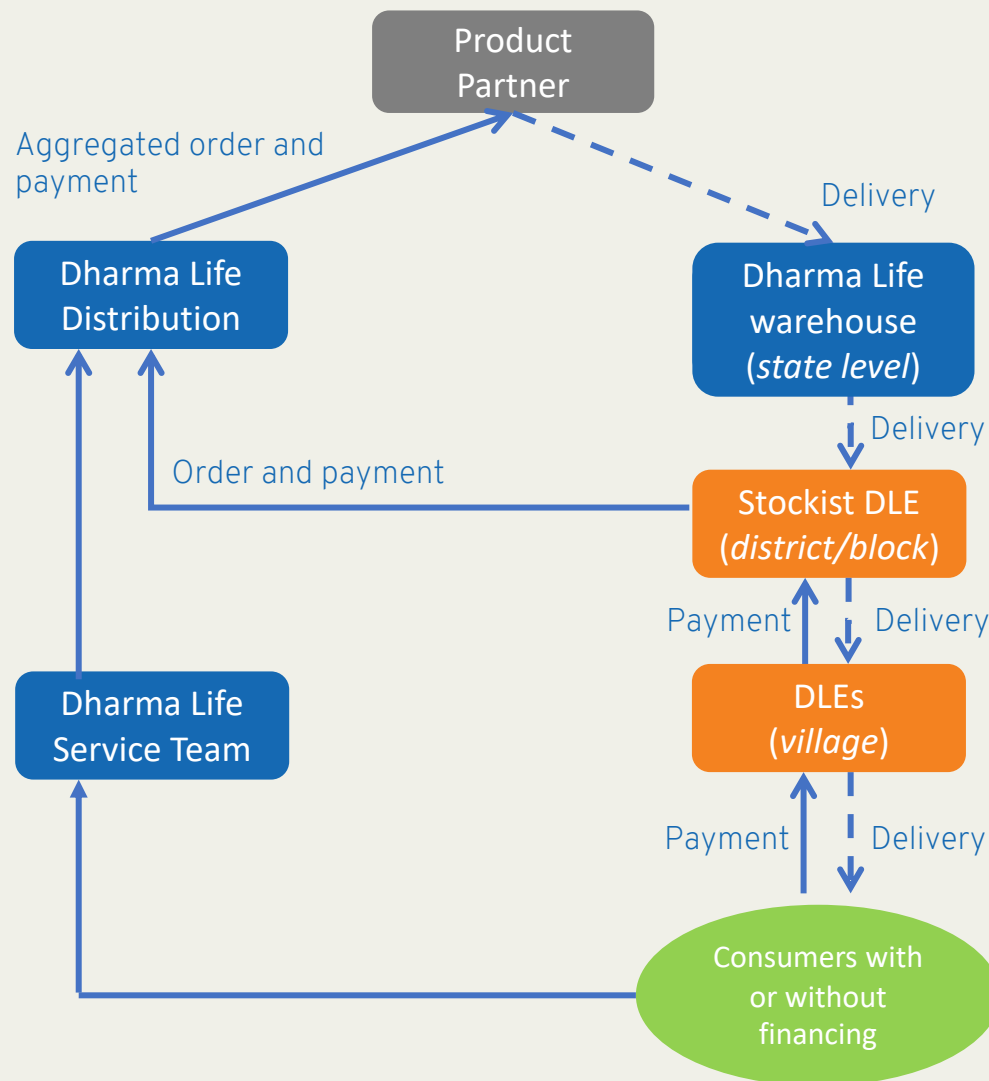




# Our Distribution Models

## Model

- Dharma Life delivers to 'stockist' DLEs based in larger villages to facilitate reach
- Stockist DLEs deliver to local village-level DLEs that sell directly to end consumers typically through door-to-door sales
- Dharma Life also provides financing solutions for consumers either directly or with partners such as Microfinance institutions ("MFIs") to improve affordability





# Clean Cooking Behaviour Change Campaign

## *Dharma Chef*

Our behaviour change approach promotes a product or service through a four-pronged model –

**Educate, Motivate, Celebrate, Reinforce**

Each of which emphasizes the value addition that the clean cooking product makes in people's lives



**Issue-** Lack of awareness about indoor air pollution and clean cooking products leading to low adoption level in rural India

**Idea-** Rural cooking competition – Dharma Chef for a hands on experience and to demonstrate that product functionality and benefits.







**Implementation-** Village level competition conducted among rural women to experiment with different cuisines. Winners selected for semi-finals and finals at the state and national levels respectively

**Impact-** Impact is measured by levels of adoption, awareness about the advantages of using clean cooking products and continued usage as primary cooking device

*Till date, Dharma Life has completed 104 Dharma Chefs in Gujarat and 52 in Uttar Pradesh*



# Our Social Impact

		Social Cause	Direct Impact	To Date	Indirect Impact	SDGs
Rural consumers		Overall outreach	<ul style="list-style-type: none"> <li>Rural consumers reached</li> </ul>	9.6m	Improved communities	11 SUSTAINABLE CITIES AND COMMUNITIES
		Livelihood consumers	<ul style="list-style-type: none"> <li>Sewing machines sold</li> <li>Mobile phones sold</li> <li>Bicycles sold</li> </ul>	22,682 1,13,039 5,874	Job opportunities and livelihoods	1 NO POVERTY 8 DECENT WORK AND ECONOMIC GROWTH 10 REDUCED INEQUALITIES
		Education	<ul style="list-style-type: none"> <li>Women trained in digital literacy</li> <li>Children reached with literacy campaigns</li> </ul>	5.3m+ 8,67,222	Income opportunities	4 QUALITY EDUCATION
		Water, health, hygiene & sanitation	<ul style="list-style-type: none"> <li>Female hygiene packs sold</li> <li>Water purifiers sold</li> </ul>	76,189 8,168	Health and hygiene awareness	3 GOOD HEALTH AND WELL-BEING 6 CLEAN WATER AND SANITATION
		Indoor air pollution	<ul style="list-style-type: none"> <li>Clean cooking devices sold</li> </ul>	33,450	Carbon emission and health	3 GOOD HEALTH AND WELL-BEING 13 CLIMATE ACTION
		Access to clean energy	<ul style="list-style-type: none"> <li>Solar lighting solutions sold</li> </ul>	1,41,188	Carbon emission, income opportunities	7 AFFORDABLE AND CLEAN ENERGY 13 CLIMATE ACTION
		Nutrition	<ul style="list-style-type: none"> <li>Sachets of fortified health drinks sold</li> </ul>	2.7m+	Children health awareness	2 ZERO HUNGER 3 GOOD HEALTH AND WELL-BEING
DLEs		Livelihood DLEs	<ul style="list-style-type: none"> <li>Livelihoods created</li> <li>Women entrepreneurs</li> <li>Income generated</li> </ul>	14,000+ 8,000+ \$695k	Communities, gender, livelihood	1 NO POVERTY 5 GENDER EQUALITY 8 DECENT WORK AND ECONOMIC GROWTH



# Research & Innovation

End-to-end solutions from data collection to impact assessment



- **Local data and insights from rural consumers and households**  
Enabled by Dharma Life's network of entrepreneurs
- **Data-driven decision making for social enterprises**  
Insights help organizations take better decisions for social development
- **Impact assessment for sustainable change**  
Professional systems and processes to monitor and evaluate performance and impact

In the Clean Cooking space, Dharma Life through its entrepreneurs has conducted multiple research studies with the support of the World Bank, GIZ and Tata Trusts





# Measurement & Tracking

Dharma Life has developed a digital tracking platform “DLTrac” that enables

## Real time communication

Boosts transparency by allowing real time monitoring and evaluation of marketing, behaviour change and research activities in the field. It also captures real time data.

## Scalability

Enables efficient utilisation of resources for programmes, thereby reducing the cost of customer acquisition and driving impact at scale.

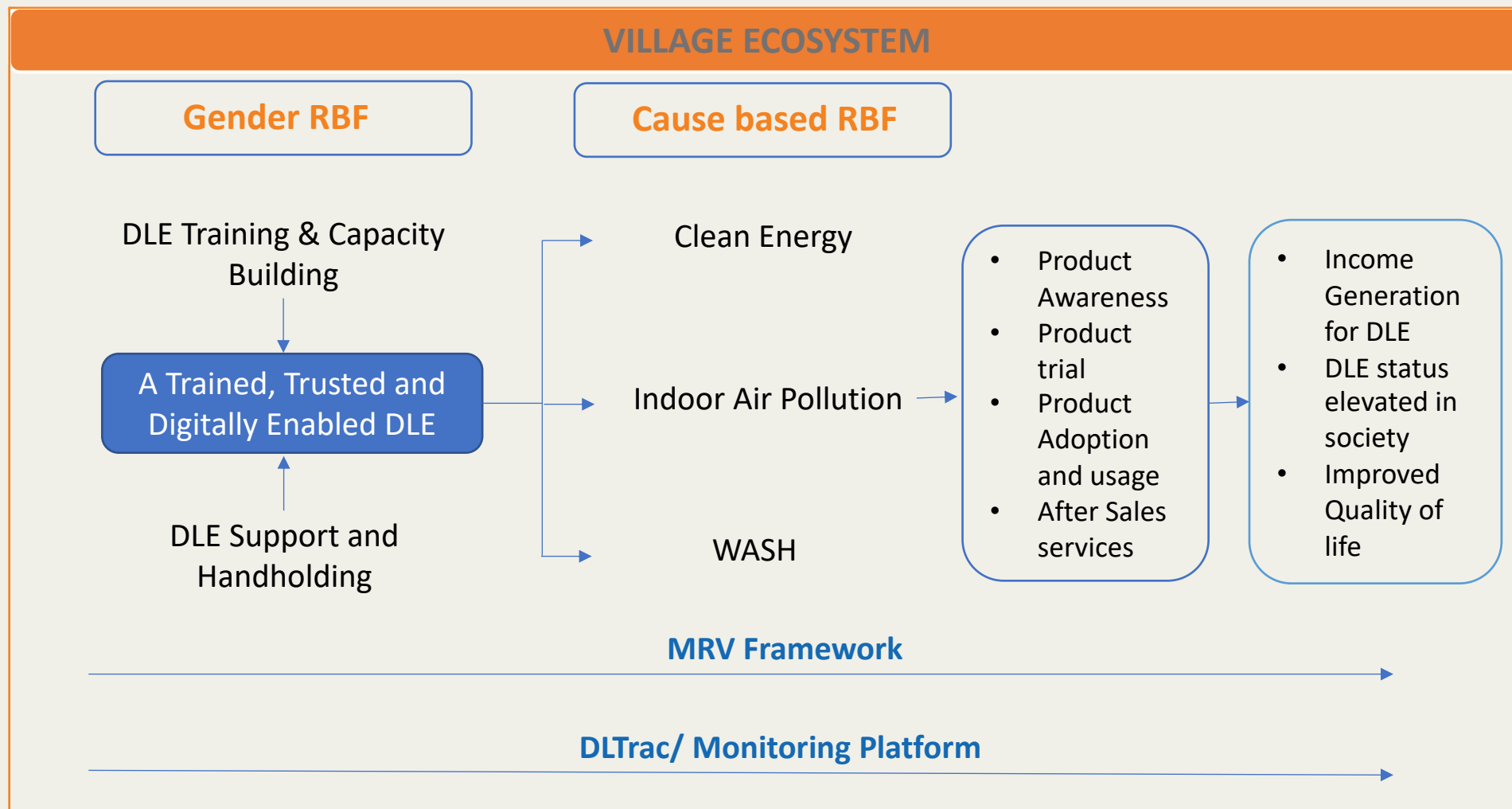
## Performance Measurement

Reduces the time lag between activity execution and activity performance measurement, thereby allowing managers to take corrective actions earlier on in the programme life cycle.





# Dharma Life RBF Pilot







# Clean Cooking

	Awareness	Purchase	Adoption and Usage
Goal	<ul style="list-style-type: none"> <li>Target Beneficiaries (rural households especially women) made aware about:               <ul style="list-style-type: none"> <li>Harmful effects of IAP</li> <li>Available Clean Cooking Solutions</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Beneficiaries purchase Clean Cooking device</li> </ul>	<ul style="list-style-type: none"> <li>Sustained usage and adoption</li> </ul>
Measurement	<ul style="list-style-type: none"> <li>Random Sampling based digitally administered self survey through DLE - Baseline versus Endline</li> </ul>	<ul style="list-style-type: none"> <li>App based documentation of Sales Data filled in by DLE - DLE sale and Retailers sale</li> </ul>	<ul style="list-style-type: none"> <li>Endline Survey</li> </ul>
Validation	<ul style="list-style-type: none"> <li>Audit by Call Team to randomly selected beneficiary group</li> <li>Or</li> <li>Third Party Audit</li> </ul>	<ul style="list-style-type: none"> <li>Audit by Call Team to randomly selected beneficiary group</li> <li>Audited Cash Collection Report/Bills</li> <li>Or</li> <li>Third Party Audit</li> </ul>	<ul style="list-style-type: none"> <li>Deploy different type of sensors to validate endline interview data</li> <li>Use LPG Refill Data to validate</li> <li>Other objective methods being validated</li> </ul>



Thank You!



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