

LIGHTING ASIA

Catalyzing markets for modern off-grid energy

I N D I A



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**International
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LEARNINGS FROM LIGHTING ASIA/INDIA'S CONSUMER AWARENESS CAMPAIGN



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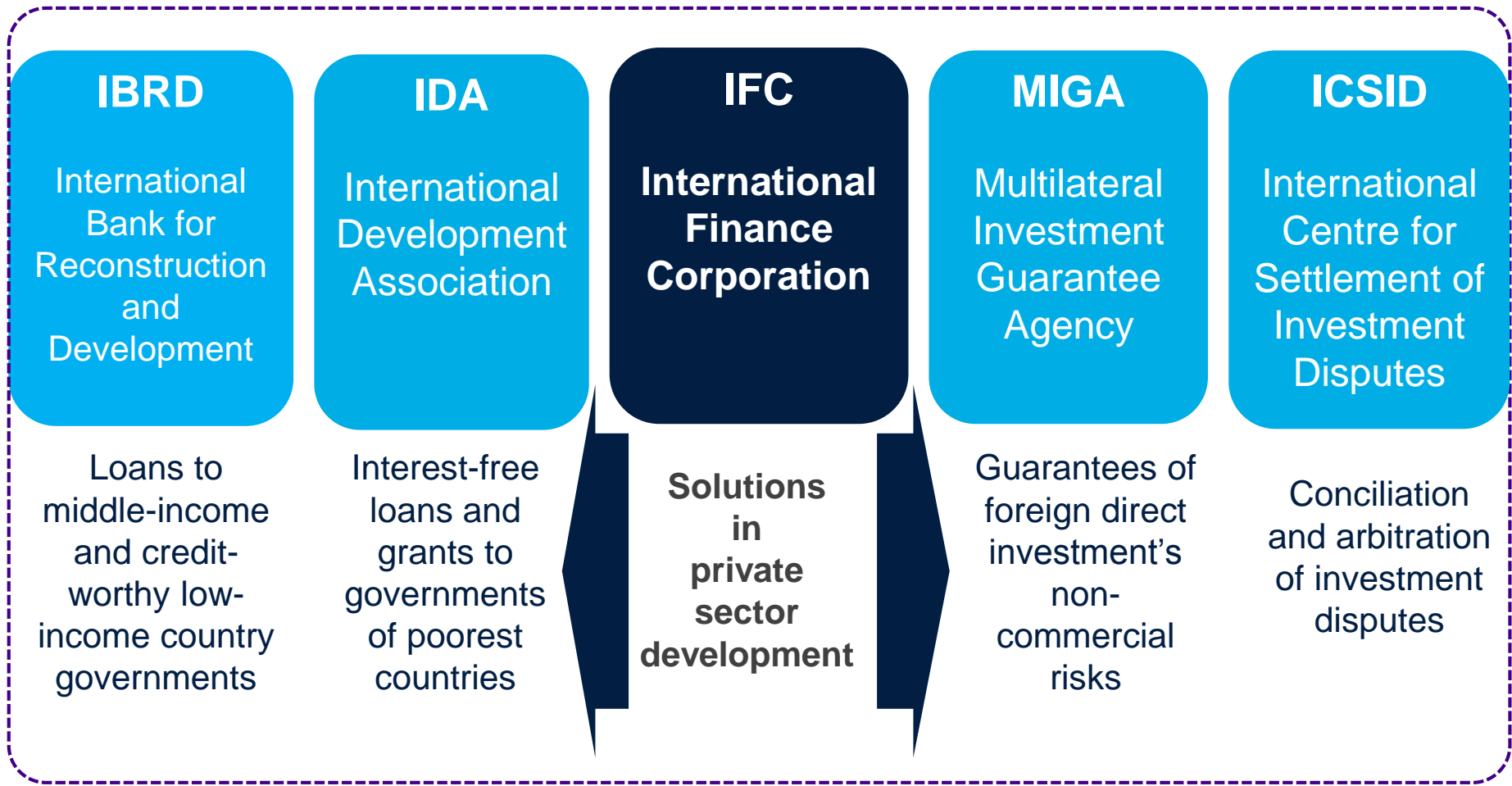
Webinar

**Towards Energy Access in India: The Role of End-user
Engagement around Quality Lighting Solutions**

UN Foundation's Energy Access Practitioner Network, Clean
Energy Solutions Center and the International Finance
Corporation

29th March 2016

IFC: A MEMBER OF THE WORLD BANK GROUP



Lighting Asia/India Program

Catalyzing Markets for Modern Off-Grid Energy

Lighting Asia/India is aimed at increasing access to clean, affordable energy in rural India by promoting modern off-grid lighting products, systems and mini-grid connections. The program works with the private sector to remove market entry barriers, provide market intelligence, foster B2B linkages and raise consumer awareness on modern lighting options.

MANUFACTURING ASSOCIATES



DISTRIBUTION ASSOCIATES



Lighting Asia/India Program

Key Program Pillars

Quality Assurance	Market Information	Access To Finance	Business support	Consumer Awareness
<ul style="list-style-type: none"> • WBG developed an international quality assurance framework for off-grid lighting. Has been adopted by the International Electrotechnical Commission • LA/India helped develop first testing lab in South Asia at TERI 	<p>Develop and disseminate pertinent market intelligence:</p> <ul style="list-style-type: none"> • Detailed market entry mapping of specific regions • Consumer preferences reports • Films • Case studies • Technical notes • Conferences • Website 	<p>Facilitate A2F solutions for working capital, growth capital and end consumer financing through targeted outreach to financial institutions</p>	<p>Provide tailored technical assistance:</p> <ul style="list-style-type: none"> • Business models/business plans • Supply chain, distribution, after sales service challenges • Market entry strategies • Business linkages • Training 	<p>Increase awareness & understanding of quality off grid solar lighting</p> <ul style="list-style-type: none"> • Suryoday™ Campaign: A consumer education/outreach program, covered over 9000 villages across Bihar, Rajasthan and Uttar Pradesh

* IEC is the world's leading organization for the preparation and publication of International Standards for all electrical, electronic and related technologies.

Suryoday Campaign

Integrated Campaign Design: A Multi Media Approach



Suryoday Campaign

Consumer Awareness: Need and relevance

- Market penetration: Remains low (India: 5-7%; Kenya: 10-12%)
- Low awareness: At two levels – (a) Consumers (b) Sellers – Distributors, wholesalers, retailers
- Asymmetric information: Market spoilage as consumers cannot differentiate between good and poor quality
- Supply chain: Reaching remote, last-mile customers and weak after-sales services

Consumer awareness helps the end users to make an informed decision while aiding demand creation and developing the supply chain

It is a tool to support companies to increase access in hard to reach markets, build relationships, explore avenues for distribution and build capabilities to engage in distribution discussions

Suryoday Campaign

A 360° Strategy

■ Integrated Campaign Design

- Below The Line (BTL) Activities: Mobile exhibition, women's group meetings, school and retail connect
- Above The Line (ATL) activities: Radio spots, Wall paintings
- Follow up: Call Centre, Feet on Street
- Post event to showcase impacts

■ Inclusive and Interactive

- Men, women, children, retailers/distributors, key opinion leader
- Engagement activities like quiz, games, story writing competitions
- Touch and feel component, dark room to experience the light
- Local flavor as per region to attract target population
- Selection of right geographies and timing (seasons, festivals, elections)

■ Insightful

- Clear and consistent messaging on benefits of quality assured solar lighting
- Financial impact of moving to solar lights
- Attractive campaign branding

■ Impact

- Independent audit to measure effectiveness of the campaign
- Data collection and analysis: Call center, retail leads, consumer leads, sales conversion data

Suryoday Campaign Glimpses from the Ground



Suryoday campaign

Reach Across Uttar Pradesh, Bihar and Rajasthan

Mobile Van campaign

Specially designed vans visiting villages across 31 districts in 3 states

Van Shows: 2,821

People: 194,469



Mohalla (Women Group) Meetings

20-30 women assembled at a common point to deliver campaign message

Mohalla Meetings: 2,370

Women: 56680



School Contact Program

Reach secondary and senior class students. Story writing competitions organised

Schools: 144

Students: 15529



Retail Contact Program

3 - 5 retailers contacted in villages to encourage trading in this category

Retailer: Hub &

Spoke : 26162

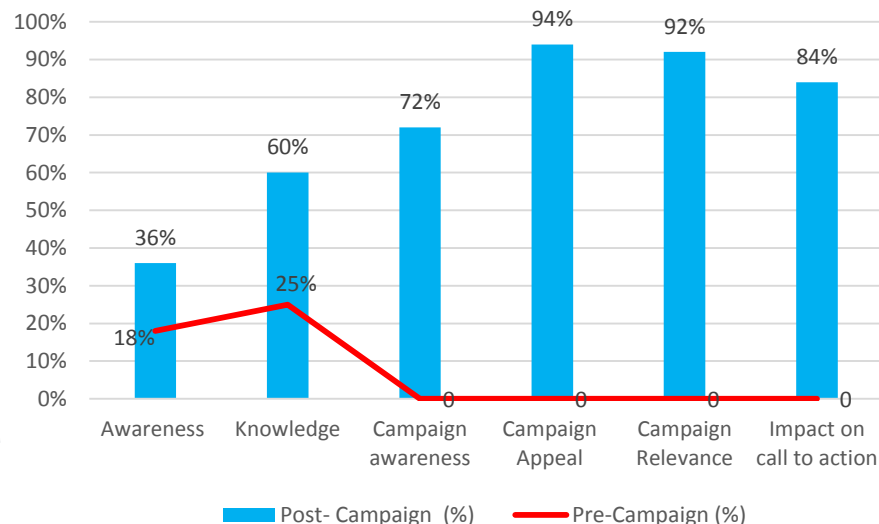


Suryoday Campaign

Impact: Audit Findings

Research Objective

- **Reach:** % Recall of campaign & Campaign Specifics, Source of awareness
- **Efficacy:** Appeal, Message Delivery, Relevance
- **Effectiveness:** Improvement in awareness, usage, relevance, knowledge & disposition (quality assured solar lighting in the target audience)



- ✓ An increase in awareness and knowledge after the campaign
- ✓ High awareness of campaign observed, with mobile van displays and village exhibition registering better recall than other activities
- ✓ High appeal (94%) and relevance (92%) scores recorded for the campaign

Suryoday Campaign

Key Lessons and Learnings

- **Partnership Approach:** Involve stakeholders like NGOs and MFIs for greater effectiveness
- **Supply Chain/ Distribution Linkages:** To be facilitated pre campaign for product availability
- **Training:** Structured training for call center and ground staff
- **Change is constant:** Be ready for changes - route plan, crowd gathering mechanisms
- **Experiment:** Pilot and experiment new ideas-e.g. crowd generating, incentivizing spot sales, choosing new locations “feeder markets”
- **Do not Re-invent the Wheel:** Leverage existing resources, collaborative efforts and tie up with existing programs/infrastructure
- **Create off-shoots to Enhance Benefits:** Integrate related events to enhance value of the offering.
(Distributor meet in Bihar with open market channel partners and manufacturers)



Suryoday campaign

Recognition from Industry Forums

Lighting Asia/India's Consumer Awareness Campaign wins 4 awards at the Flame Awards 2016 instituted by the Rural Marketing Association of India (RMAI)

The awards won:

- Gold for the “Best film of the year” - *Suraj ki Gullak*
- Gold for “Best Channel Development and Trade Activation of the year”
- Silver for the “Radio Campaign of the Year” - *Suryoday™*
- Bronze for the “New on ground property of the year”



For more information, visit: <http://lightingasia.org/india/>

To watch SOORAJ KI GULLAK, click here: <https://youtu.be/VhbsuF7kBSI>

To watch SuryodayConsumerAwarenessCampaign_Lighting Asia, click here: <https://youtu.be/UBc3BCNmjYk>

THANK YOU

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