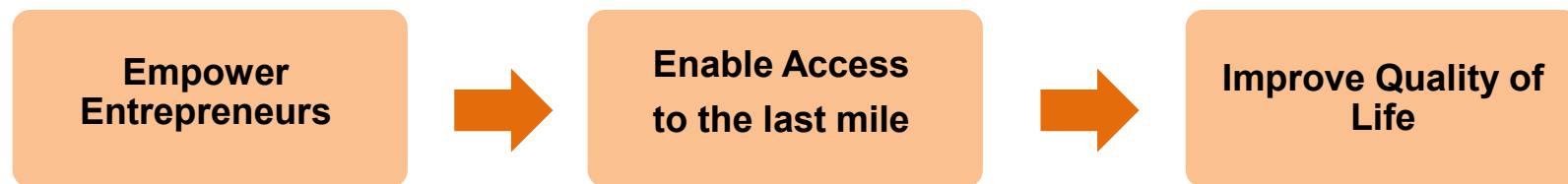




Key Takeaways from Suryoday consumer awareness campaign



Dharma Life is a social enterprise that seeks to improve the quality of life in rural India through an entrepreneurship model that provides access to socially impactful products and services



By 2020, we aim to reach **50 million consumers**, through a network of **100,000 Dharma Life entrepreneurs**, comprising of **50% women** entrepreneurs.



Dharma Life works on six social causes at the base of the pyramid



Access to Energy

Portable solar lamps, solar home systems



Livelihoods and Lifestyle

Sewing machines, cycles, mobile phones



Health and Hygiene

Soaps, sanitary napkins, water purifiers



Indoor Air Pollution

Improved cook stoves, induction cooktops



Education

Reading books and campaigns



Nutrition

Iron-fortified drinks, supplements

Dharmalife as partner to IFC



Involvement in creating awareness about alternative and clean sources of lighting.

Distribute only quality-assured products with certified warranty terms.

Ground-level execution of the campaign undertaken and convert awareness and interest into post-campaign sales.

Dharmalife in Suryoday Campaign



- Dharma Life has participated in the consumer awareness campaign in 26 districts out of the total 31 across the 3 phases.

Phase 1	Phase 2	Phase 3
6 districts	7 districts	13 districts
190 villages	263 villages	2782 villages
183 DLEs	174 DLEs	358 DLEs



Planning

DLE
activation

Stock
arrangement

Last mile
execution

- Conducted detailed discussions with IFC and campaign teams on which districts to roll-out the campaign based on distribution presence.
- Helped in chalking out the exact villages and routes to be covered based on logistical feasibility and chances of creating maximum impact.





Geography
Planning

**DLE
activation**

Stock
arrangement

Last mile
execution

- Created a strong network of retailers who would become DLEs and become associated with the campaign.
- Adequate information and training provided to DLEs well in advance of the designated roll-out dates.
- Various pre-campaign activities conducted to generate buzz in village, with the support of KOLs in the village.





Geography
Planning

DLE
activation

Stock
arrangement

Last mile
execution

- Ensured that adequate stock of all varieties of quality-assured solar lights is made available with the DLEs and retailers before the campaign.
- This generates curiosity among the customers leading to larger turnout on campaign day.
- Also ensures that any leads generated during the campaign can be serviced without delay.





Geography
Planning

DLE
activation

Stock
arrangement

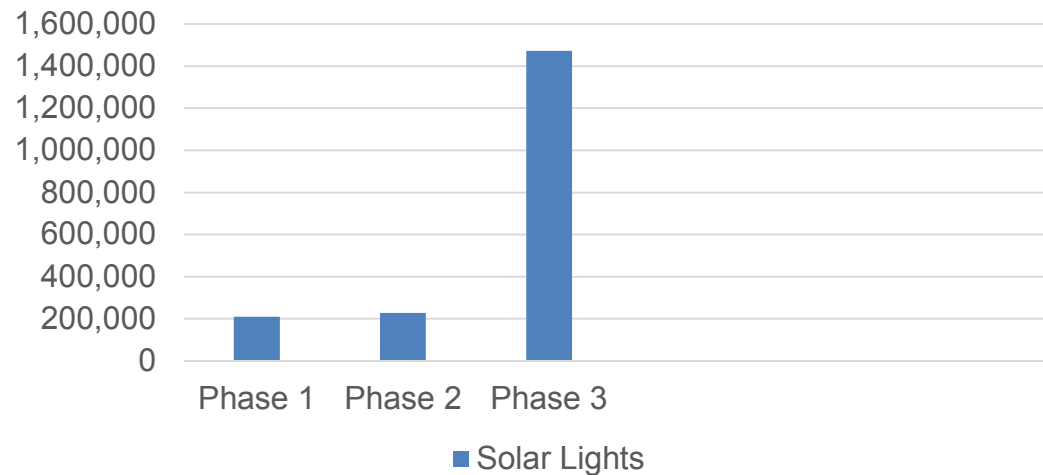
Last mile
execution

- Presence of a Dharmalife personnel in the van was ensured for smooth co-ordination.
- DLEs actively involved in drawing audience towards the van and also took part in school activities and mohalla meetings.
- Effort made to associate the DLE/retailer with the campaign and as the undoubted point of sale for quality-assured solar lights.





Campaign Performance



Sales Value (Solar Lights): Rs. 19,10,168

- Reported increase of 20% sales value for solar lights during campaign period compared to similar time frames pre and post the campaign.
- Share of solar lights in overall sales was 70% during campaign as against an average of 40%.
- 80% of the lights purchased were in the sub-10 USD cost range.

Campaign Highlights



Distribution initiatives

In the districts where the campaign had been conducted, our DLE activeness showed a marked increase. The campaign was instrumental in giving recognition to the DLE.

Customer awareness

DLEs reported that campaign had generated a lot of buzz in the villages and it was easier to pitch solar lights to the customers.

Retailer Interest

A number of retailers and dealers currently engaged in small electronics business have expressed interest in dealing with solar lights.

- The campaign was supported by various market-place events and the call centre.
- Follow-up both via phone and personal meetings have been done for almost all leads provided by the call centre and those generated through Bihar Distribution Mela.
- Leads have not had a significant conversion rate. This is largely driven by the fact that barriers for adoption such as access to finance remain.

Overall Observations



- The Suryoday campaign has helped in significantly driving awareness for the quality-assured lighting category. From Dharma Life's perspective the activities have helped in recognizing our DLEs and enhancing their performance around solar lighting sales.
- The marketplace, the supporting events and direct support in terms of introductions have helped Dharma Life in connecting to new product, distribution and MFI partners.
- The initiative has also helped in bringing together the sector and building dialogue.
- Dharmalife plans for FY'16 include:
 - Identifying solutions for channel and consumers finance.
 - Introducing more varieties of SHS and solar appliances- coupled with PAYG if necessary.
 - Plan to actively work with manufacturers in developing product offerings- supported by dedicated research team.