

STAKEHOLDER COMMUNICATION STRATEGY

A. Introduction

1. This document lays out the Stakeholder Communication Strategy (SCS) for promoting awareness, end user uptake, and behavior change for the Demand Side Energy Efficiency Investment Project. Awareness programs and engagement will contribute to maximizing energy efficiency gains under the project and help to ensure that end-users adopt and sustain the use of the improved technologies. This SCS lays out the framework to achieve this, including the communication objectives of the end-user awareness campaigns for each of the energy efficient products promoted under the project; key message development; activities; implementation arrangements; and monitoring and evaluation mechanism. The SCS will guide the Energy Efficiency Services Limited (EESL) in developing specific communication activities and Information Education Communication (IEC) messages.

2. The Government of India has determined that increased end-use efficiency is critical to contain energy demand without jeopardizing growth. In 2015, the government pledged to reduce the emissions intensity of its gross domestic product by at least 33% below 2005 levels by 2030. The Asian Development Bank (ADB) is providing a loan of \$200 million to support the project to EESL, a government-owned company that was established in 2009 as an implementing arm of the Bureau of Energy Efficiency (BEE) to support activities outlined in the National Mission for Enhanced Energy Efficiency (NMEEE). The project will finance high-priority areas under EESL's energy service company (ESCO) business: (i) use of more efficient light-emitting diode (LED) by municipalities for street lighting that are equipped with remote operating technology; (ii) use of more efficient LED bulbs and electric fans by households; and (iii) promotion of more energy efficient agricultural water pumps.

B. Guiding Principles of the SCS

3. The SCS provides the general road map for implementation of end-user awareness programs for the domestic programs (LED bulbs and ceiling fans) and the agricultural pumps program. It also provides guidelines to enhance communication for the street lighting program and to strengthen EESL's overall public engagement activities. The SCS contains a Communication Plan for each program (i.e., bulbs, fans, agricultural pumps, and street lighting).

1. Behavior Change Communication Approach and Definition of Terms

4. The planning and implementation of communication activities will use a Behavior Change Communication (BCC) approach targeted to end-users and beneficiaries and aims not only to raise awareness, but also to change attitudes and practices.

5. The BCC approach starts with a behavior analysis to gain an understanding of the key target audiences in order to determine appropriate messages, activities and channels to effect the desired change in practices (i.e., uptake of energy efficient products and services). The BCC approach laid out in this SCS identifies current and desired behaviors; behavioral barriers and drivers; key messages and activities.

6. Current Behaviors are current practices of end-users vis-à-vis the program. Desired Behaviors are practices that the program is targeting. Barriers are that hinder a person's acceptance of the Desired Behavior. Drivers are factors that facilitate a person's acceptance of the Desired Behavior, e.g., cost or time savings, convenience, improved credibility of the

products, etc. Key Messages are information provided to the target audience to motivate them to accept the Desired Behavior. The Messages provide the audience with a “Reason Why” the Desired Behavior is beneficial, and a “Call to Action” identifying what action is to be taken and when. These will be communicated to end-users through various relevant, appealing, and creative materials and channels. Activities are actions that will be implemented to achieve the communication objectives.

7. Outputs, Outcomes (Indicators) and Means of Verification are also identified and contribute to the monitoring and evaluation activities described in Section VIII of this SCS.

2. Gender Inclusiveness

8. Many user education programs on energy efficiency at the household level do not adequately reach women end-users. However, while men continue to hold more decision making power, women are often strong influencers in decision making about household purchases. Hence, there is need for focused efforts to maximize the reach of the end-user awareness programs to women, to not only recognizes their role in household decision making, but also to potentially enhance it.

9. In all direct social mobilization and community engagement activities and research or consultation with end-users planned under this SCS, at least 40% of participants will be women. While it is not possible to predict the percentage of women who will attend public events such as mobile van outreach or who will visit kiosks distribution centers, EESL’s past experience indicates that between 20-30% of visitors are women. Therefore, overall, it is expected that the participants of the end-user awareness campaigns will be at least 30% women across all campaign activities – social mobilization, media and events -- combined.

10. To achieve this target, the following principles for integrating and strengthening gender-inclusiveness and enhancing women’s role in energy efficiency related decision-making will be followed for the implementation of end-user awareness for each program at both the national and state levels:

- (i) Formative research and pretesting of materials will be conducted through focus group discussions (FGDs), individual interviews or other qualitative methodologies. Respondents will be at least 40% women to ensure that their opinions, beliefs and practices are heard and taken into account in message and materials development.
- (ii) Campaign materials should not propagate gender stereotypes and should portray women in empowering roles wherever possible.
- (iii) Gender will be considered when selecting dissemination channels and mobile van routes to ensure that women audiences are reached
- (iv) Social mobilization activities will be conducted through existing village and state level community mechanisms such as self-help groups, water user groups, etc., and will ensure that women-led groups are engaged. Women “energy champions” will also be identified and trained to conduct awareness-raising in their communities.
- (v) Monitoring and evaluation activities (see Section VIII) will include the collection of gender disaggregated data and will highlight women’s contributions to raising energy efficiency awareness. Project impacts on women (both positive and negative) will also be captured in monitoring and evaluation.

- (vi) EESL should ensure that the guidelines prepared for the state level activities encompass these principles and that all media agencies or firms engaged as part of awareness activities abide by these principles.

3. General Communication Objectives

11. The SCS aims to achieve the following communication objectives:

- (i) significant increase in the number of bulbs and energy efficient ceiling fans sold in cities/districts of Rajasthan, Maharashtra, Andhra Pradesh, and Uttar Pradesh;
- (ii) significant increase in the number of agricultural pumps sold in Rajasthan, Andhra Pradesh, and Karnataka; and
- (iii) enhanced awareness and appreciation of the benefits of LED street lighting by the public (including women and disadvantaged groups) in Rajasthan, Maharashtra, Goa, and Telangana.

C. COMMUNICATION PLAN FOR UJALA LED BULBS

1. Distribution Model: UJALA LED Bulbs

12. **Geographic Scope:** Rajasthan, Maharashtra, Andhra Pradesh

13. **Distribution:** EESL will use a market-driven approach to sell its products and programs directly to consumers in covered states. Temporary kiosks installed in high traffic areas and operated by EESL-contracted distribution agencies will sell bulbs under the “UJALA” program, to consumers who are directly connected to the grid at a price below commercial market rates, payable in full or in installments. Information on the bulbs is provided in the kiosks. Each city is expected to have sixty to seventy temporary kiosks.

2. Communication Objectives: UJALA LED Bulbs

14. The communication activities will encourage consumers to replace incandescent bulbs with LED bulbs to support a significant increase in the number of UJALA LED bulbs sold in target states through the following specific objectives:

- (i) improved awareness and understanding of the benefits of replacing incandescent bulbs with UJALA LED bulbs in homes;
- (ii) increased knowledge that UJALA LED bulbs are sold at lower cost and easy payment terms in EESL points of sale or kiosks;
- (iii) increased purchase of UJALA LED bulbs in EESL points of sale ;
- (iv) increased knowledge of the EESL Helpline, where to address complaints, and avail of bulb replacement;
- (v) increased purchase of non-UJALA LED bulbs in the commercial market; and
- (vi) increased number of households in which all lighting installed are LED from EESL and/or from the commercial market.

3. Target Audiences: UJALA LED Bulbs

15. The target audiences for the UJALA LED bulb awareness raising activities will be the end-users and beneficiaries, including household heads, women members of households, and other influencers on household decision making (e.g., youth, in-laws, etc.).

4. Communication and Awareness Raising Approach and Activities: UJALA LED Bulbs

16. The primary channel for UJALA LED bulb awareness raising and distribution will be mobile vans that travel the state, stopping in high traffic areas to conduct awareness raising activities, distribute materials to end-users, and offer bulbs for on-the-spot sale. This will also include awareness raising on management of e-waste. To complement the mobile vans, other activities will be conducted by the EESL state offices to increase awareness and demand, motivate purchase of bulbs in the kiosks or mobile vans, and expand and sustain use of LED bulbs for lighting in homes. The UJALA LED Bulb Communication Plan (Appendix 1) summarizes these activities, along with the behavior change factors, communication messaging, and expected outcomes for the UJALA LED bulb end-user awareness campaigns. Considering relevance and resource availability, the states will select from these complementary activities described in the Plan and adapt and customize them to the local cultural context.

D. COMMUNICATION FOR CEILING FANS

1. Distribution Model: Ceiling Fans

17. **Geographic Scope:** Rajasthan, Maharashtra, Andhra Pradesh

18. **Distribution:** EESL will evaluate potential distribution models to ascertain the optimal strategy to ease consumer uptake. The fans will be offered at a price below commercial market rates.

19. The communication plan for ceiling fans provides guidelines for preparatory communication activities. EESL will conduct formative research to identify more detailed communication activities relevant to the finalized distribution model for the ceiling fans and the corresponding audiences. More detailed activities will be added as the scheme is finalized by EESL.

2. Communication Objectives: Ceiling Fans

20. The communication activities will support a significant increase in the number of energy efficient fans sold in target states through the following:

21.

- (i) improved awareness of the benefits of using energy efficient ceiling fans in homes;
- (ii) increased knowledge of availability of ceiling fans at lower cost and of availability of installment payment terms at EESL points of sale;
- (iii) increased sales of ceiling fans from EESL points of sale; and
- (iv) increased sales of non-EESL ceiling fans from the commercial market.

3. Target Audience: Ceiling Fans

22. The target audiences for the ceiling fan awareness raising activities will be the end-users and beneficiaries, including household heads, women members of households, and other influencers on household decision making (e.g., youth, in-laws, etc).

4. Communication and Awareness Raising Approach and Activities: Ceiling Fans

23. The Ceiling Fan Communication Plan (Appendix 2) summarizes the behavior change factors and communication messaging, activities and expected outcomes for the ceiling fan end-user awareness campaign. The communications and awareness raising for ceiling fans will include e-waste management. Considering relevance and resource availability, the states will select from these complementary activities described in the Plan and adapt and customize them to the local cultural context.

E. COMMUNICATION PLAN FOR AGRICULTURAL PUMPS

1. Distribution Model: Agricultural Pumps

24. **Geographic Scope:** Rajasthan, Andhra Pradesh, and Karnataka

25. **Distribution:** EESL will adopt a market-driven scheme for the agricultural pumps that will use over-the-counter (OTC) distribution points established in strategic areas in the three states. The pump will be distributed by the OTC to farmers free of charge, however farmers will pay an installation fee between INR3,000 to INR4,000. Farmers will be required to relinquish their old pumps to EESL in order to receive a new energy efficient pump under the program. Repair and maintenance of the energy efficient pumps will be provided to the farmer for free for five years.

2. Communication Objectives: Agricultural Pumps

26. The communication activities will support a significant increase in the number of farmers using energy efficient pumps through the following objectives:

- (i) improved knowledge about benefits of using energy efficient agricultural pumps in farms;
- (ii) increased awareness that pumps are offered for free at OTCs with 5-year free repair and maintenance from trained repairmen;
- (iii) increased visit to OTCs;
- (iv) increased number of new pumps distributed and old pumps replaced in OTCs;
- (v) increased uptake of repair and maintenance of pumps by repairmen trained by EESL; and
- (vi) sustained use of pumps.

3. Target Audience: Agricultural Pumps

27. The target audiences for the agricultural pump awareness raising activities will be the end-users and beneficiaries, including male and female farmers inclusive of household heads, other women members of households, and other influencers on household decision making (e.g., youth, in-laws, etc).

4. Communication and Awareness Raising Approach and Activities: Agricultural Pumps

28. The primary channel for agricultural pump awareness raising and demand generation will be trained male and female farmer energy champions who will promote the pumps in their village and other villages. Male and female farmer clubs led by these energy champions will be organized to discuss the new pumps and their benefits. Social mobilization of existing community-based institutions such as women collectives, water user groups, pani panchayats and other state mechanisms (India Posts, E sewa kendras, krishi vitas kendras) will expand awareness and promote acceptance of the pumps. Visits to farms where pumps have been installed will be arranged. These community-based activities will be complemented by localized advertising campaigns using media channels popular among farmers e.g., regional television, All India Radio, FM radio, billboards, hoardings, posters and pamphlets and/or flyers. OTC salespersons will be trained to provide information and respond to questions in a gender-sensitive manner. A short video on the pumps will be produced and shown. All messages and materials will highlight the short message system (SMS) and/or telephone helpline where farmers can address inquiries and complaints.

29. The Agricultural Pump Communication Plan (Appendix 3) summarizes the behavior change factors and communication messaging, activities and outcomes for the agricultural pump end-user awareness campaign. Considering relevance and resource availability, the states will select from these complementary activities described in the Plan and adapt and customize them to the local cultural context.

F. ENHANCING COMMUNICATION FOR STREET LIGHTING PROGRAM

1. Communication Objectives

30. The communication activities will support increased awareness about the street lighting program among end-users through the following objectives:

- (i) expanded awareness and appreciation by the public on the benefits of LED street lighting and energy saving practices;
- (ii) improved image of EESL and the government's spearheading efforts towards energy efficiency; and
- (iii) ensure citizen and/or residents feedback mechanisms on project benefits on safety, security, enhanced mobility in public spaces.

2. Target Audience: Street Lighting

31. The target audience for the street lighting awareness raising activities will be the public at large who travel through the streets with special focus on pedestrians who use the streets at night for various purposes such as leisure, exercise or work.

3. Communication and Awareness Raising Approach: Street Lighting

32. The main channel to expand awareness and appreciation by the public of the benefits of LED street lighting will be billboards, posters or other material that will be visibly placed along areas where the street lighting is being or has been installed. The material will highlight the benefits of the LED lighting to citizens' safety, security and mobility especially benefits to women, youth, senior citizens, and persons with disabilities. The awareness raising activities

will also include e-waste management. The SMS and/or telephone helpline number will be strategically placed on street light posts to inform the public where to report broken bulbs, complaints or other feedback.

33. The Street Lighting Communication Plan (Appendix 4) summarizes the key, activities and outcomes for the street lighting beneficiary awareness campaign. Considering relevance and resource availability, the states will select from these complementary activities described in the plan and adapt and customize them to the local cultural context.

G. IMPLMENTATION ARRANGEMENTS

34. Implementation of the distribution and marketing campaign for all the programs will be undertaken by EESL's state officers, in line with a national framework and set of guidelines provided by the EESL national office. The national EESL office will provide prototype materials and modules; technical and management oversight; support for monitoring and evaluation; and facilitation of documentation and knowledge sharing to support the state offices in implementing end-user awareness.

1. National Level Implementation of Communication Plan

35. The EESL Public Relations and Marketing unit at the national level will provide overall management for communication planning, implementation and monitoring and evaluation activities conducted both nationally and at the state level.

36. They will be responsible for the following:

- (i) ensuring that all national and state level activities follow the road map and guidelines of this SCS;
- (ii) incorporation of gender-sensitive communication activities in the communication plans for each program at the state level;
- (iii) providing technical support to the states in detailing guidelines for each program for the state concerned;
- (iv) developing, pretesting and finalizing standardized key messages and prototype materials. Pre-tests to be conducted with at least 40% women respondents;
- (v) developing a unifying logo, slogan and visual image/design for materials and distribution points and/or points of sale;
- (vi) provide approvals to state program plans and materials;
- (vii) organize and operate the EESL Helpline and ensure its functionality;
- (viii) develop guidelines (toolkit) for states to help them develop their gender-sensitive communication plans;
- (ix) develop gender-sensitive and inclusive modules and materials for training or orienting sales force personnel of distribution and sales points for UJALA bulbs, ceiling fans, and agricultural pumps;
- (x) monitor key state level communication activities;
- (xi) monitor media coverage and craft response to any potential negative press following an established "crisis communication" protocol;
- (xii) prepare knowledge products. Implement knowledge management and sharing activities across project states and programs;
- (xiii) support impact evaluation activities by third party research agencies; and

- (xiv) oversee subcontracting process for distribution agencies, marketing agencies, social mobilization agencies and other entities who will undertake relevant communication work in the states.

2. State-level Implementation of Communication

37. The state EESL offices will conduct the following activities:

- (i) develop the state level localized communication plan for each program in the state with assistance from the EESL national office;
- (ii) adapt, pretest (with at least 40% women respondents) and produce collaterals and materials;
- (iii) supervise and monitor mobile vans;
- (iv) supervise and monitor distribution points and points of sale;
- (v) oversee and monitor communication activities by marketing agencies;
- (vi) provide technical support to communication training for sales forces and overseeing their work;
- (vii) provide technical support to and monitor gender-inclusive social mobilization activities;
- (viii) provide timely information to the national EESL office to inform them of potentially negative media or public attention;
- (ix) document state level end-user awareness activities; and
- (x) implement communication impact evaluation activities through a third party research agency.

H. MONITORING AND EVALUATION

38. Indicators cited in the communication plans for UJALA LED bulbs (Appendix 1), ceiling fans (Appendix 2), agricultural pumps (Appendix 3) and street lighting will be tracked and measured regularly. Monitoring and evaluation will be done during key activity milestones. Sex-disaggregated data will be collected, monitored and reported for all programs across states and at all levels.

1. Monitoring

39. Monitoring activities will be instituted to ensure that:

- (i) activities are implemented as planned according to quality, time and other resource specifications;
- (ii) outputs of activities in progress are being delivered as expected and will be fully delivered upon completion;
- (iii) issues, problems as well as strong areas of implementation are identified; and
- (iv) the SCS is being followed and gender inclusion is being achieved.

40. The following monitoring activities will be conducted:

- (i) review of progress reports by distribution, marketing and other agencies as cited in the matrices;
- (ii) validation of progress reports by direction observation and interviews with staff implementing distributing and awareness raising campaigns; and

- (iii) interviews of end-users/beneficiaries at distribution points and during marketing agency awareness raising activities and events using an established random sampling frame.

41. All assessments done under the monitoring activities will ensure an equal number of male and female respondents and data and results will be gender disaggregated.

42. The states will provide Monitoring Reports to the EESL national office for each program on a regular basis.

2. Evaluation

43. Evaluation activities will be instituted to ensure that:

- (i) activities and outputs are producing the desired changes in knowledge, attitudes and behaviors in the end-users;
- (ii) behaviors are being sustained by end-users; and
- (iii) unexpected benefits or adverse results as a result of communication activities are identified.

44. The EESL national office will be responsible for conducting the following evaluation activities, building on state-level evaluation activities as needed:

- (i) pre-post surveys to assess end-user changes in knowledge, attitudes and sustained use of UJALA LED bulbs, ceiling fans, and agricultural pumps. The surveys will also identify factors correlated to such changes;
- (ii) reach and recall study of localized ad campaigns; and
- (iii) public satisfaction survey for street lighting.

45. All assessments done under the monitoring activities will ensure an equal number of male and female respondents and data and results will be gender disaggregated.

3. Media Monitoring and Crisis Communication Protocol

46. The firm will institute a mechanism to track media and public opinion to identify adverse news and reports emanating from the states and respond to these reports in a timely manner according to an established “crisis communication” protocol.

UJALA LED Bulb Program Communication Plan

Current Behaviors	Desired Behaviors	Factors hindering Desired Behaviors (Barriers)	Factors facilitating Desired Behaviors (Drivers)	Key Messages	Activities	Outputs	Outcomes (Indicators) - Sex disaggregated data to be collected, monitored and reported	Means of Verification (Monitoring or Evaluation Methods)
Use traditional bulbs at home	Replace incandescent bulbs with LED bulbs Sustain use of LED bulbs	<ul style="list-style-type: none"> • Cost of purchase • Cost of replacement after warranty expires • Cost of purchase outside EESL • No understanding that low LED wattage produces same illumination as higher wattage bulbs • Cost of HH electricity bill is not perceived as high • Limited awareness on social benefits of energy conservation 	<ul style="list-style-type: none"> • Savings realized once traditional lights are replaced • Longer life span of bulbs • Better illumination with lower wattage and much lower cost • Can buy LED bulbs with higher illumination for study lamps and kitchens at lower cost than old bulbs • Electricity saved will result in less power cuts, better quality of life • LED bulbs give same amount of light even during power fluctuations or low voltage (while incandescent bulbs give very dim light) • LEDs have bright color (high color rendering Index or CRI) • LEDS contribute to energy conservation and reduction in carbon emissions/climate change 	<p>“Double” savings with LED bulbs – higher illumination, lower watts, lower cost. 9 watts = nearly 100 watts</p> <p>Better quality of life for the family – children can study better, no eyestrain with better lighting; kitchen lighting is brighter at less cost, less power cuts eventually; Less carbon emissions</p> <p>Time and money saved through energy conservation can be utilized for skill enhancement which may generate more income earning</p>	<ul style="list-style-type: none"> • Mobile vans to improve awareness and create demand for kiosks and sell bulbs on the spot • Localized Advertising Campaign (radio e.g. All India Radio plugs, FM radio, community radio, ads in local/district press/newspapers, hoardings, billboards, transit ads) • Information giving and flyer (or materials with key messages) distribution in kiosks • Training of sales force/human resource/staff manning the kiosks and mobile vans; production of gender-sensitive simple toolkit (standard messages, Q&A) for use by sales force • SMS and Social Media e.g. twitter feeds, Outbound Dialoguing (OBD), video clips on You 	<ul style="list-style-type: none"> • Mobile van campaign organized and implemented; number of trips and location of trips (high traffic areas, markets, malls, schools, etc.) • Materials developed, pretested and produced • Local Advertising Campaign implemented • Flyer developed, pretested, produced and distributed • Sales force trained on the product and information to give to consumers; how to handle customers; sensitivity to gender; how to encourage women's 	<ul style="list-style-type: none"> • Estimated number of people reached by mobile vans (M,F) • Number of people provided with materials (M, F) • Number of bulbs sold from vans • Number of consumers purchasing bulbs from vans (M,F) • Average number of bulbs purchased per consumer from vans (M, F) • Number of people reached by ad campaigns (M, F) • Changes in knowledge and beliefs about UJALA/LED bulbs as a result of the ad campaign and knowledge about where to 	<ul style="list-style-type: none"> • Reports from mobile van activities • Reports from Distribution agency • Simple pre-post survey of consumers (sample to include equal number of male and female respondents) to track number of people reached by ad campaign and levels of knowledge, practice • Reports from Distribution Agency/Points of Sale • Reports from Kiosks and Mobile Vans, other Points of Sale • Reports on SMS and Social Media Campaigns by marketing or

Current Behaviors	Desired Behaviors	Factors hindering Desired Behaviors (Barriers)	Factors facilitating Desired Behaviors (Drivers)	Key Messages	Activities	Outputs	Outcomes (Indicators) - Sex disaggregated data to be collected, monitored and reported	Means of Verification (Monitoring or Evaluation Methods)
				<p>opportunities Replace your incandescent bulbs now!</p> <p>9 – watt LED bulbs that emit the same light as XXX watts are available in kiosks or mobile vans near you for Rs. 85 at easy payment terms. Avail now – offer is limited! Call or SMS (Helpline number) for any complaints, feedback, replacement of defective bulbs</p>	<p>Tube, to create a buzz for sustained use</p> <ul style="list-style-type: none"> • Social mobilization targeting women consumers e.g. women's energy clinics, or women's home energy efficiency clubs; youth especially those in school; women collectives, community groups, self- help groups, other existing institutional mechanism in the states e.g., India Posts, E sewa kendras • Helpline (call or SMS) and Print materials in high traffic areas to inform consumers where how to address feedback or complaints,, where bulbs can be replaced 	<p>participation</p> <ul style="list-style-type: none"> • Standard sales "spiel" and Question & Answer (Q&A) produced for sales force • Standard information given by "seller" in a gender sensitive manner • SMS messages produced and disseminated • Video clips produced and uploaded • Number of women groups, collectives and youth clubs or other groups organized, and number of members • Helpline operational • Print material(s) developed and posted in public areas 	<p>address complaints</p> <ul style="list-style-type: none"> • Number of people visiting kiosks (M,F) • Number of bulbs purchased from kiosks • Average Number of bulbs purchased per HH from kiosks (M, F) • Number of people given flyer (M,F) • Number of people provided information by sales force in kiosk (M,F) • Number of people reached via SMS (M/F) • Number of Likes or Shares (M,F) • Number of clubs meeting regularly (number of men and women participants) • Number of clubs 	<p>other contracted agency</p> <ul style="list-style-type: none"> • Minutes of meetings • List of members • Reports from Helpline Operator • Reports from Distribution Agency • Social audits/surveys etc. • Reports from operators of redressal mechanism

Current Behaviors	Desired Behaviors	Factors hindering Desired Behaviors (Barriers)	Factors facilitating Desired Behaviors (Drivers)	Key Messages	Activities	Outputs	Outcomes (Indicators) - Sex disaggregated data to be collected, monitored and reported	Means of Verification (Monitoring or Evaluation Methods)
							expanding membership (M, F) <ul style="list-style-type: none"> • Number of members in clubs (M,F) • Number of complaints received and responded to • Number of bulbs replaced • Awareness level of audiences about redressal mechanisms • Actual use of redressal mechanism 	

Ceiling Fan Program Communication Plan

Current Behaviors	Desired Behaviors	Factors hindering Desired Behaviors (Barriers)	Factors facilitating Desired Behaviors (Drivers)	Key Messages	Activities	Outputs	Outcomes (Indicators)
Use traditional ceiling fans	<p>Replace traditional fans with energy efficient ones</p> <p>Install new EE ceiling fans</p>	<ul style="list-style-type: none"> • Cost of purchase and installation (Indian consumers are conscious of initial cost of appliance and prefer low appliance cost to more expensive, energy efficient ones) • Cost of replacing old fans that are still in good working condition • Only use fans during hot season/summer esp. in Northern India (consumption only seasonal) • Cost of HH electricity bill is not perceived as high; don't know how much fans contribute to bill 	<ul style="list-style-type: none"> • Savings realized once fans are replaced • Savings realized with installation of EE ceiling fans in new homes 	<p><u>Note:</u> Key Message to be developed after more information on end-users are obtained through formative research identified in Activities below.</p>	<ul style="list-style-type: none"> • Formative research (FGDs among women consumers, HH heads) to gain better understanding of end-user barriers and drivers to buying EE ceiling fans (airconditioners and refrigerators can be included) to be used in developing messages and materials, and finalizing the marketing scheme. • Awareness and Demand generation campaign using local mass media - radio, print materials in high-traffic areas (Details will be defined after formative research and finalization of the marketing scheme) 	<ul style="list-style-type: none"> • Formative research conducted in Rajasthan, Maharashtra, Andhra Pradesh (AP) and Uttar Pradesh (UP) • Campaign plan developed and implemented for Rajasthan, Maharashtra, AP and UP 	<ul style="list-style-type: none"> • Insights for development of gender-sensitive messages, materials and finalization of marketing schemes • Number of consumers with improved awareness of benefits of energy efficient ceiling fans (M, F) • Number of consumers purchasing ceiling fans used in their homes (M,F)

Agricultural Pump Program Communication Plan

Current Behaviors	Desired Behaviors	Factors hindering Desired Behaviors (Barriers)	Factors facilitating Desired Behaviors (Drivers)	Key Messages	Activities	Outputs	Outcomes (Indicators) - Sex disaggregated for data to be collected, monitored and reported	Means of Verification
Use traditional pumps	<p>Go to OTC</p> <p>Replace current pumps with energy saving pumps</p> <p>Avail of services of EESL trained repair persons</p> <p>Address complaints/grievances to Helpline</p>	<ul style="list-style-type: none"> • Low awareness and understanding of new pumps • Don't see need to save on electricity costs since highly subsidized/free from government • No problem seen with current pump which is working well/water flow is good, so why change • Cost of installation (Rs.3K-4K) is high • Why is the pump free? There must be a catch somewhere. Quality must be poor • Don't know if installers are skilled/have not used them before • Repair and maintenance 	<ul style="list-style-type: none"> • New pump is free with Free repair and maintenance for 5 years • Since voltage of pump is low (4-5 HP), village transformer will not break down when power fluctuates especially in the summer • No worries of transformer breaking down and no irrigation when transformer has to be repaired • New pump has good water flow for lower power consumption, and can be switched off after 2 hours compared to traditional pump that runs 5-6 hours • With new pump's remote-controlled panel in mobile phone, no need to go to farm at night to 	<p>New technology EE pumps have better water outflow than traditional pumps for less power used. Its remote-controlled panel can allow you to switch off the pump from your mobile phone anywhere you are. No need for you or loved ones to go out each night to switch off the pump.</p> <p>EE pumps do not need preventive maintenance. They rarely break down. Money saved on repair and maintenance can be used by the family for other HH</p>	<ul style="list-style-type: none"> • Localized advertising (radio e.g. All India Radio plugs, ads in local papers, billboards, hoardings, posters in shops, public places) to improve knowledge about benefits of new pumps, where they are offered for free, with free 5 year repair and maintenance • Training and use of male and female farmer energy champions to promote the EE pumps in their community and other communities • Organization and mobilization of Farmers' clubs led by farmer leaders/farmer energy champions (male and female); Farmers' clubs will discuss how to improve production including new pumps • Social mobilization activities using 	<ul style="list-style-type: none"> • Materials developed, pretested and produced • Advertising campaigns implemented • Number of trained male and female farmer energy champions who can speak publicly about the pumps and their benefits • Number of farmer clubs organized and functional • Number of members (M,F) in farmers' clubs • Number of female farmer clubs organized and functional • Number and type of village level groups trained and mobilized • SMS messages produced • Helpline organized and functioning 	<ul style="list-style-type: none"> • Number of farmers reached (M,F) • Number of farmers visiting OTCs (M,F) • Number of new pumps provided and old pumps replaced • Number of new pumps installed • Number of farmer champions given speaking opportunities (M, F) • Number of farmers (M, F) reached by farmer champions • Number of farmers (M, F) installing new pumps as a result of farmer champions' efforts • Number of new members in farmer clubs (M, F) • Number of female farmers/farmer assistants in clubs • Number of farmer-members (M, F) accepting new pumps • Number of farmers accepting new pumps as a result of farmer club activities • Number of farmers (M, F) reached by 	<ul style="list-style-type: none"> • Simple reach and recall survey (M, F respondents) • Reports from Marketing agency • Monitoring visits • Reports from farmer clubs • Monitoring visits • Report from marketing agency • Reports from Helpline Operator • Reports from Distribution Company (DisCom) • Reports from OTCs • Reports from DisComs • Reports of Farm Visits • Reports from DisCom/OTCs

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		<p>costs for current pump is affordable, so free maintenance offered is not attractive</p> <ul style="list-style-type: none"> • Don't know accredited repair people for new pumps, have not dealt with them in the past • No time/too much bother to go to OTC to replace current pump • Giving away my old pump and replacing with new pump is risky, what if quality does not last? What if remote panel in mobile phone breaks down? I don't have my old pump to use as alternative any longer. • Other farmers I know are not replacing their pumps 	<p>switch off pump</p> <ul style="list-style-type: none"> • Pump does not need preventive maintenance; so money saved on repair and maintenance of old pump can be used for other HH needs, leisure • Sleep not disturbed, better health • More time with family at night • Savings on fuel (if use transport) to go to farm at night for switch off • Electricity saved will result in less power cuts for the village; more time to enjoy TV, and other HH appliances • Better quality of life for self and family 	<p>needs.</p> <p>No worries about village transformer breakdowns especially in the summer. Since EE pumps have low voltage, the village transformer running them will rarely break down during power fluctuations.</p> <p>EE pumps are free from OTCs with 5 year Free maintenance and repair. You will only pay for installation costs. Replace your current pump now. Go to the OTC near you.</p>	<p>existing institutional structures at village level such as women collectives, water user associations/ groups, pani panchayats and other mechanisms in states (India Posts, E sewa kendras, Krishi Vikas kendras)</p> <ul style="list-style-type: none"> • Helpline (SMS/Telephone) to answer inquiries about pumps and respond to complaints <p>Face-to-face promotion and materials distribution at OTCs by trained "sales" force/staff</p> <ul style="list-style-type: none"> • Sales Force Trained on key messages, Q&A, and gender sensitivity, and provided with materials • Video showing at OTCs • Visits to farms where new pumps have been installed 	<ul style="list-style-type: none"> • Gender sensitive materials developed, pretested and produced • Sales force trained to deliver Key Messages, respond to questions in a gender sensitive manner • Short video produced on the pump and its benefits • Number of visits organized for male and female farmers 	<p>group and type of group</p> <ul style="list-style-type: none"> • Number of farmers (M,F) accepting new pumps as a result of outreach by groups • Number of SMS messages disseminated • Number of responses/queries received • Number of queries answered • Number of complaints received • Number of complaints answered • Number of farmers given materials (M,F) • Number of farmers given information by sales force (M,F) • Number of new pumps accepted • Number of video showings at OTC and reactions by farmers to the video (M,F) • Number of farmers reached through farm visits (M, F) • Number of farmers using pumps after farm visits (M, F) 	

