

## GENDER ACTION DEVELOPMENT FRAMEWORK

| Objectives  | Activities  | Output Indicators   | Means of Verification   | Assumptions  |
|---|---|---|---|--|
| Assess the potential impact of street lighting efficiency program   | <ul style="list-style-type: none"> <li>Conduct social impact assessment and/or social audits to assess the impact of street lighting efficiency on safety and security and mobility of girls and/or women in public spaces (especially at night)</li> </ul>   | <ul style="list-style-type: none"> <li>Social impact assessment and/or social audits conducted</li> </ul>   | Energy Efficiency Services Limited and project reports  | <p>EESL is committed to conducting the activities.</p> <p>Dedicated resources (human and financial) are allocated.</p>   |
| Assess current end user awareness on current behavior, driver and barriers to adopting energy efficiency products (bulbs and /or ceiling fans in households | <ul style="list-style-type: none"> <li>Conduct formative research and/or an assessment (with equal women participation) to assess current awareness, behavior, drivers and barriers to adopting desired behavior of the target audience</li> </ul>  | <ul style="list-style-type: none"> <li>An assessment of current behavior, drivers, and barriers of the target audience conducted</li> </ul>   | Energy Efficiency Services Limited and project reports  | <p>The activities included in the budget allocated for awareness campaign (\$6.4 million)</p> <p>Provision of gender specialist to guide the gender framework.</p> |
| Enhance end user awareness on energy efficiency in households   | <ul style="list-style-type: none"> <li>Conduct training for sales staff of the kiosks and mobile vans on gender sensitive communication</li> <li>Prepare a gender sensitive training module and/or toolkit</li> <li>Conduct awareness and/or social mobilization campaigns targeting women consumer, women groups, 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</li> </ul> | <ul style="list-style-type: none"> <li>Sales staff trained on gender sensitive communication and product information</li> <li>A gender sensitive toolkit prepared</li> <li>End user awareness and/or social mobilization campaigns conducted</li> <li>Women groups, collectives, youth clubs organized and /or mobilized</li> </ul> | <p>Energy Efficiency Services Limited and project reports</p> <p>Reports from distribution agency and/or kiosks and mobile vans, other points of sale</p> |  |
| Enhance end user awareness on energy efficient agricultural water pumps   | <ul style="list-style-type: none"> <li>Identify (female and male) energy champions to promote the energy efficient products and/or agricultural water pumps</li> </ul>  | <ul style="list-style-type: none"> <li>Male and female energy champions identified and trained</li> </ul>   | Energy Efficiency Services Limited and project reports  |  |

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|------------|---|--|----------------------------------|-------------|
|            | <ul style="list-style-type: none"> <li>• Conduct training for energy champions to promote energy efficient agricultural water pumps</li> <li>• Conduct training for sales staff of the over the counters on gender sensitive communication, product information etc.</li> <li>• Mobilize and/or organize farmers' clubs led by farmer leaders and/or female and male farmer energy champions</li> </ul> | <ul style="list-style-type: none"> <li>• Energy champions trained to promote energy efficient agricultural water pumps</li> <li>• Over the counter staff trained on gender sensitive communication, product information</li> <li>• Farmers' clubs led by farmer leaders and/or female and male farmer energy champions mobilized and/or organized</li> </ul> | Reports from distribution agency |             |