LEARNINGS FROM LIGHTING ASIA/INDIA’S CONSUMER AWARENESS CAMPAIGN

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
Conciliation and arbitration of investment disputes

Guarantees of foreign direct investment’s non-commercial risks

Solutions in private sector development

IBRD: International Bank for Reconstruction and Development

 Loans to middle-income and credit-worthy low-income country governments

IDA: International Development Association

Interest-free loans and grants to governments of poorest countries

IFC: International Finance Corporation

MIGA: Multilateral Investment Guarantee Agency

ICSID: International Centre for Settlement of Investment Disputes

Loans to middle-income and credit-worthy low-income country governments

Interest-free loans and grants to governments of poorest countries

Solutions in private sector development

Guarantees of foreign direct investment’s non-commercial risks

Conciliation and arbitration of investment disputes
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

<table>
<thead>
<tr>
<th>Quality Assurance</th>
<th>Market Information</th>
<th>Access To Finance</th>
<th>Business support</th>
<th>Consumer Awareness</th>
</tr>
</thead>
</table>
| • WBG developed an international quality assurance framework for off-grid lighting. Has been adopted by the International Electrotechnical Commission | Develop and disseminate pertinent market intelligence:  
  • Detailed market entry mapping of specific regions  
  • Consumer preferences reports  
  • Films  
  • Case studies  
  • Technical notes  
  • Conferences  
  • Website | Facilitate A2F solutions for working capital, growth capital and end consumer financing through targeted outreach to financial institutions | Provide tailored technical assistance:  
  • Business models/business plans  
  • Supply chain, distribution, after sales service challenges  
  • Market entry strategies  
  • Business linkages  
  • Training | Increase awareness & understanding of quality off grid solar lighting  
  • 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 360º 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/distributers, 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/](http://lightingasia.org/india/)
To watch SOORAJ KI GULLAK, click here: [https://youtu.be/VhbsuF7kBSI](https://youtu.be/VhbsuF7kBSI)
To watch SuryodayConsumerAwarenessCampaign_Lighting Asia, click here: [https://youtu.be/UBc3BCNmjYk](https://youtu.be/UBc3BCNmjYk)
THANK YOU

Contact:
Anjali Garg: AGarg1@ifc.org
Chandrashekar Govindarajlu: CGovindarajalu@ifc.org
Sarina Bolla: SBolla@ifc.org
Praveen Kumar: PLNU2@ifc.org
Rajeev Palakshappa: RPalakshappa@ifc.org
Renu Malhan: Rmalhan@ifc.org

In partnership with USA Italy Austria Australia