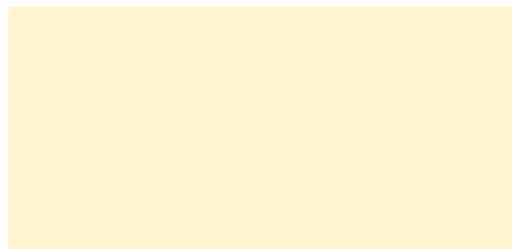


UDAIPUR URJA INITIATIVES

PRODUCER COMPANY LTD

Promoted by

Seva Mandir



Context



- Located in Udaipur district of South Rajasthan
- Subsistence farming- food security from agriculture for only 6 months of the year; pulses and vegetables for less than 2 months
- Hilly terrain with large tracts of degraded forests
- 68% of the population is tribal
- Socio-economically backward – consumption Rs.630/capita/month



Bring **technologies & markets** closer to people



**UDAIPUR URJA
INITIATIVES**
Producer Company Limited


Technology


Agriculture



 Evaluate & Test

 Value Chain

 Financial Model

 Right Price

 Service Model

 Right Practice

 Awareness

 Quality Product



Women
Entrepreneur

Cooking Stoves

- 18% global GHG is estimated to be from burning traditional biomass (fuelwood, crop residue, cow dung, etc.)
- Traditional cookstoves are very inefficient- high wood consumption - 90% rural families still use cookstoves made of mud/clay/cement for cooking
- Annually, family consumes avg. 3.2 tons wood
- Women often travel for upto 5 hours to fetch wood for 2 months.
- Smoke inhaled by women is equivalent to smoking 20 cigarettes a day.



ICS Project

Replace traditional cookstoves with Improved Cookstoves (ICS)

Coverage of **18,500** families in a year with 2 stoves per family

How:

- Enable access and adoption of efficient biomass cookstoves
- Local women market stoves, handhold families to adopt ICS, monitor use and ensure repair.
- Carbon emission saved by families aggregated by UUI and traded to corporates through forward sale agreement.
- Monitoring data captured in digital form through mobile- emission calculated
- Annual verification by Gold Standard auditor.



Business Case



- Investors willing to neutralize their own carbon footprint through assisting rural families switch to ICS.



- Transfer carbon credits to investors on a bi-annual cycle after issuance from Gold Standard.

1 VER : 1 ton of carbon dioxide emission saved = 1 carbon credit

Impact



- **50%** wood saving.
- **504** hours of collection time saved annually for women.
- Reduced eye itching and respiratory illnesses.
- Employment generation for 125 women and 20 staff for 5 years

Market **Adoption** - story in numbers (2016-2020)



Geography

Products



5 Blocks / 275 Villages



110,000 tons verified carbon credits



150 Women Entrepreneurs



500 tonnes of pulses procured from 5,000 farmers



25,000 families



37,500 units – Improved Cookstoves
8000 units – Improved Lighting
500 units – Water filtration

Satisfied **rural communities**



Udaipur Urja Initiatives





Thank You

