

**PROPOSAL
FOR
DISTRIBUTION OF PORTABLE TIER-3 IMPROVED COOK-STOVES**

1. Details of Applicant	
1.1. Name of Business/Applicant:	
1.2. Year established:	
1.3. Business License Number <i>(Please attach copy):</i>	Registration number: VAT Number: PAN Number:
1.4. The main objective of your company/business	
1.5. Business address:	
Telephone:	E-mail:
Contact person's name(s):	Position:
1.6. What is your current business? Please Explain	

1.7. Do you have any experience with cookstoves or renewable energy technology sales/distribution? If yes, explain in detail.

1.8. If you have experience in sales of cookstoves and renewable energy technologies, please mention the number of sales and value turnover for the last three years. If not, keep it blank.

Product name	Unit of Measure	2022		2021		2020	
		Quantity	Value (NPR)	Quantity	Value (NPR)	Quantity	Value (NPR)
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							

2.4. Your future marketing and sales strategy for the Tier-3 Improved cookstoves. If you have any plans for repair and maintenance, please mention that also. Also mention your strategy for the price, promotion, marketing, places, etc.

2.5. What is the organization structure (including associates/partners etc.) to implement? (duties and responsibilities of associated parties, organogram)

3. Proposed Price of Cookstoves

3.1. Proposed Price

At what price you can supply your selected Tier-3 Improved cookstoves to end-users in your proposed locations? (Please note that it is a competitive process and the bidder who offers the lowest price will be selected).

	HPNJE-01FD
4.1 Stove Type	TIER-3
4.2 Selling Price (NPR/unit)	
4.3 Remarks if any	

3.2. The basis for estimating the price of your Tier-3 Improved cookstoves:

Cost Item (HPNJE-01FD)	NPR
Cook-stove price at suppliers' outlet	
Warehouse/storage cost (rent)	
Management cost	
Marketing cost	
Service fees to retailers or marketing agents	
Transport cost	
Loading/Unloading Overhead costs	
VAT	
Follow-up support and warranty cost	
Profit Margin	
Other Costs (if any)	
Total	

4. Information on Husk Power Force Draft Cookstove

Model No: **HPNJE-01FD**



Cookstove with Battery Back Up

Performance Parameter as per the test conducted by NIBC.

- High power Thermal efficiency (%): 41.24
- High Power CO (g/MJ_d): 4.35
- High Power PM 2.5(mg/MJ_d): 157.35
- Safety: 89.5 out of 100

Box Contains:

- Stainless steel cookstove fitted with fan and regulator
- MS stand
- Battery bank for power backup

Details of the Manufacturer

Name: Husk Power Nepal Pvt. Ltd.
Address: Birgunj-11, Parsa, Nepal
Contact Person: Manoj Kumar Gupta
Contact Number: 9851134169

5. Project Implementation Modalities

5.1. Project Summary

The project will disseminate 75,000 cookstoves in Nepal across 5 years in rural areas of two provinces of Nepal (Lumbini and Sudhurpaschim Province). The proposed intervention will take a holistic market-based approach, working to strengthen the supply chain as well as demand from rural households. The specific objectives of the project are (i) To increase access to information about the benefits of clean cooking among rural women. (ii) To enhance the adoption and sustained use of clean cookstoves over at least 10 years. (iii) To strengthen the supply chain of clean cookstoves in a rural market.

The proposed project will be implemented in two provinces. Lumbini Province across six districts (Pyuthan, Rolpa, Rukum, Arghakhanchi, Palpa, and Gulmi) and Sudhurpaschim Province across four districts (Achham, Doti, Dadeldhura, and Baitadi).

Within each district, rural municipalities have been selected for inclusion. Each municipality has 5 to 14 wards. On average this project will focus on 9 wards per municipality - covering around 264 wards in Lumbini and 352 wards in Sudur Paschim. For project management and monitoring, the selected wards will be grouped into clusters. In some cases, a single ward will comprise 1 cluster but in others, a mix of HHs in two different wards will be defined as a cluster based on road access and geographical conditions. We are planning for the project to have 504 clusters in total.

5.2. Roles of Distributors

The project will work with Husk Power Pvt. Ltd which will supply and produce the cookstoves and with the local distributors in the form of cookstove entrepreneurs to strengthen the market supply chain. The cookstoves will be disseminated by around 9 local distributors, 5 in Lumbini and 4 in Sudur Paschim Province. Each local distributor will work with their marketing agents (around 18 or more in total). Each marketing agent shall cover at least 2 municipalities and at least 3500 HHs depending on what is appropriate in that particular district. The distributors and marketing agents will work closely with the local government, local financial institutions, and other community groups there.

Incentives will be provided to local distributors which will be passed on to households as a discount on the cook stove. This will help increase demand and make it more viable for businesses to serve remote households. Training on business planning (including technical parameters, consumer willingness, and after-sales care) and on facilitating demand aggregation will also be provided to increase the capacity of local businesses. Training will also be provided to local suppliers, distributors, and marketing agents. The marketing agents work for the local distributor and visit communities and homes to demonstrate the stoves.

Distributors and marketing agents will conduct stove demonstrations at sites to create awareness on the issues relating to clean cooking, as well as on product information through Issue awareness and Product awareness. Training on business planning (including technical parameters, consumer willingness, and after-sales service) and on facilitating demand aggregation will also be provided to increase the capacity of local businesses. Training will also be provided to local suppliers, distributors, and marketing agents. The marketing agents work for the local distributor and visit communities and homes to demonstrate the stoves.

Information on the stoves, their efficiency, benefits, quality, warranty, operation, and price will be disseminated by local distributors through their marketing agents. The agents will use pamphlets, brochures, videos, and social media such as Facebook to share information. The project will provide orientation to the local distributors and help them design key messages. This messaging and information will be disseminated through a door to door campaigns and live demonstrations.

To increase acceptability among the consumers, the project will work with stoves distributors to ensure and improve customer satisfaction. Stove user manuals will be printed in the local language with explanations of the safety, maintenance, and feedback registering process. After-sales service will be put in place and warranty services will be guaranteed. Detailed information on the warranty, including the services included and the process to avail of the warranty, will be disseminated clearly to the consumers. Feedback collection will also play an important role and feedback will be collected every month through community meetings organized by local institutions.

As explained above, awareness-raising activities will be delivered to increase households' understanding of the health, lifestyle, and climate benefits of cookstoves. The marketing agents will come in with their products to deliver live demonstrations and show how the stoves are operated. Demonstrations will take place in strategic places like schools, hotels, offices of the municipalities, community meetings, and local trade fairs. People will be allowed to touch, operate stoves and cook in these stoves.

Monthly and yearly targets will be given to the local distributors and trickled down to their marketing agents. The marketing agents will focus on leveraging existing networks of forest users and women cooperatives rather than just individuals for the marketing and sale of their products. Demand aggregation weekly helps to analyse the demand curve against the targets, and modify the marketing strategies to meet the targets of the cookstove.

Stoves will be delivered to each cluster by the local distributor every 15 days. Households will provide payment for the stove, along with presenting the voucher to qualify for the discount, on a collection of the stove. Distributors will keep information on the HHs, including a copy of the citizenship of the buyer of the stove. Our local partner NGO's field-based staff will check all submitted documents, keep records, and verify the stove sales and use through household visits and phone interviews. Household visits will be conducted in a random selection of around 10 percent of households and phone interviews will be made with an additional 15 percent of randomly selected households. If stoves are being used, feedback is collected to feedback to the distributors and suppliers. Recommendation for payment release is sent to the Project Manager by the field staff. Distributors will receive payment for stoves purchased at least every 100 stove sales achieved or monthly (whichever is sooner).

Distributors ensure that the cookstove users will receive the after-sale services for any problems in the cookstoves, especially in the part of the fan regulator and battery bank through the established local maintenance services. Complaints or repairs requests will be recorded on these forms and once the stoves are repaired and given back to HHs, the form has to be signed off by the HHs to confirm their stove has been repaired

Under the warranty period, the service fee to the technicians will be provided by manufacturers and spare parts covered under the warranty services will be provided by manufacturers. After the warranty and for parts not covered warranty, HHs will pay for their service. The distributors and technicians (both) will keep the stock of spare parts. The distributor will keep it in larger quantities and technicians will keep a little quantity of it only. The stock-taking of spare parts will be kept by local distributors and the Project Officer will be keeping a record of their reports too. As the stock gets lowered, the distributors will have to maintain the stock.

Attachments:

Copies of documents to be submitted with the Proposal - The following documents of the Lead Applicant and Associated Partners (if any) should be submitted. Please note that Original documents should not be submitted:

1. Renewed Business License
2. Tax Payment Certificate of last F/Y
3. Cover letter
4. Agreement paper with the supplier