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**Market-based
Partnerships for Health**

Advanced Cook Stoves: Exploring the Potential Market in UP

October 2011
Market-based Partnerships for Health
PSP India Task Order
Contract # GPO-I-00-04-00007-03

Disclaimer

The views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development (USAID) or the United States Government.

Acknowledgements

Funded by the United States Agency for International Development (USAID), the Market-based Partnerships for Health (MBPH) project is being implemented by Abt Associates and its consortium of partners. Developed by MBPH, *Advanced Cook Stoves (ACS)* is a pilot program that builds partnerships and leverages the strengths of the public and private sectors (advanced cook stove manufacturers and microfinance institutions) for cooking practices that reduce indoor air pollution. Abt leads the design and implementation of the program's research component for assessing the effect of the intervention on the supply and use of health commodities as well as the financial viability of the model. Data collection for the program's qualitative and quantitative baselines studies were completed with assistance from local research firms.

MBPH would like to thank the GFK MODE research team led by KalyanmoyChatterjee, for their efforts in collecting and analyzing the data for this report. The project is also indebted to numerous individuals who participated in the baseline studies. By responding to the quantitative study questionnaires and participating in the in-depth interviews and focus group discussions that were the basis for the qualitative research study, they helped provide valuable information for both improving the design of the pilot program as well as for assessing its impact.

The Abt research team also thanks USAID India for its support, especially Sheena Chhabra and MoniSagar whose inputs and guidance have been invaluable in shaping the design and implementation of the program. Finally, the pilot program would not have been possible without the collaboration, ideas and enthusiasm of our key partners Envirofit, Sonata Microfinance, Project Dharma and Philips.

Acronyms

ACS	Advanced Cook Stoves
MBPH	Market-based Partnerships for Health
MoU	Memorandum of Understanding
NGO	Non-Government Organization
PSU	Primary Sampling Units
SEC	Socio Economic Category
TG	Target Group
UP	Uttar Pradesh
USAID	United States Agency for International Development
WHO	World Health Organization

EXECUTIVE SUMMARY

1. Introduction

Implemented by the USAID funded Market-based Partnerships for Health (MBPH) project the Advanced Cook Stoves program aimed at working in partnership with key stakeholders towards a common vision of increasing adoption of and access to advanced cook stoves (ACS) among the key target groups through a commercially viable model. The program is piloted in the state of Uttar Pradesh (UP) in India in two districts; Faizabad and Sultanpur.

The MBPH ACS initiative piloted the promotion and distribution of ACS, a durable cook stove designed for easier and quicker start-up of fire and hotter and cleaner fire that use less fuel. The ACS therefore enables faster cooking, time and fuel savings, cleaner pots and kitchen walls, and a safer home with cleaner air.

The results from this research study help establish program baselines and shape the category campaign for the MBPH ACS program and facilitate evaluation and program performance. The program also expects commercial partners to use the results of consumer research and incorporate the key insights into marketing strategies.

2. Research Objectives and Methodology

The objectives of the study were to:

- Establish baseline values for performance indicators around knowledge attitudes and practices of consumers
- Establish an evidence base for prioritizing target population segments
- Identify and prioritize key barriers to the adoption of ACS

The research objectives were addressed through a mix of quantitative and qualitative studies:

2.1 Quantitative Study: In February 2011 a population-based survey of households was conducted in Faizabad and Sultanpur districts of UP. The household was the unit for surveying. The main user (the woman in the household over the age of 18 years who cooked for more than 2 hours per day) for responses to the perception, attitude and need sections and the CWE for the section on financing and purchase decision. A total of 1102 households were covered under the study.

ACS show card detailing product benefits was used for eliciting required information during data collection. The sample data was weighted and then analyzed using uni-variate and bi-variate. The key findings are presented in percent and mean scores.

2.2 Qualitative Study: A qualitative study preceded the quantitative survey. The purpose of the qualitative study was to have an in-depth understanding of target population; their behavior, knowledge and attitude towards cooking devices and factors affecting use and purchase of ACS. The study participants included women and their husbands. A total of 4 in-depth interviews and 4 mini group discussions were conducted.

3. Key Findings

The study presents key findings from the quantitative and qualitative studies regarding i) current cooking practices and need gaps of consumers, ii) consumer perception regarding ACS meeting need gaps and iii) segmentation of consumers who would purchase ACS and iv) motives and barriers to purchasing ACS.

Specifically, the findings show that:

- For more than 90 percent of the respondents 'chullah' was the primary cooking device and most chullah users (70%) were dissatisfied with their current cooking device. The need gaps

that existed included; smoke, blackening of walls, availability of fuel, fuel economics and difficult to start

- On introducing ACS (with show cards), it was found that around 80 percent of respondents liked the concept of ACS. However, they found that ACS only partially met the need gaps. ACS scored only marginally higher than the chullah on 'overall good method'. The perceived cost of purchasing ACS negated the need gaps fulfilled by ACS.
- Based on the show card, overall, only 1 percent was willing to purchase ACS at full price. 46 percent could be moved to purchase with financing and information through demonstration and communication on product benefits.
- Attractiveness of product, aspiration, reduced smoke, less consumption of fuel and less cooking time were motives to purchase ACS. Price was a key barrier to purchase.

4. Recommendations

Based on the findings, following recommendations are proposed:

- As the price of ACS was a major barrier, Microfinance or other financial options should be engaged with for increased purchase. Traditional mass distribution tie ups may not be appropriate given the need to include financing mechanisms with product sales
- Focus on communication activities and product demonstration to target 46 percent to increase potential demand. Use demonstrations to introduce the product (through 'touch & feel'), at the village level and local markets/haats. Communication messages should focus on aspirational value as well as product benefits.

BACKGROUND

I. Introduction

The Market-based Partnerships for Health (MBPH) project is a USAID funded project with a purpose to provide technical leadership in increasing the private sector's provision of high quality health products and services in the area of reproductive and child health, water treatment, TB, indoor air pollution and other health products and services in India.

One of the initiatives of the project is to promote the use of Advanced Cook Stove (ACS) to reduce indoor air pollution and save fuel through better combustion. The aim of the MBPH ACS Initiative is to work in partnership with key stakeholders, including the government, ACS manufacturers, microfinance institutions, rural distribution networks, scientists and sector experts towards a common vision of increasing adoption of and access to ACS among the key target groups through a commercially viable model. The program is piloted in the state of Uttar Pradesh (UP) in India in two districts; Faizabad and Sultanpur.

The need for a comprehensive study was envisaged to aid the development of communication strategy by bridging key knowledge gaps pertaining to ACS, and to understand the current levels of key program indicators (see Annexure I) to enable evaluation of the program performance over time.

I.1 Partners

The partners for the MBPH ACS Initiative piloted in UP are Envirofit, Dharma and SONATA: **Envirofit**, is an ACS manufacturer established by the Shell Foundation, part of the Shell Group, and Envirofit International. The company started operations in India in January 2008 and has sold over 200,000 ACS in markets in Karnataka, Tamil Nadu, Andhra Pradesh, Kerala and Maharashtra.

SONATA Finance Pvt Ltd., a microfinance institution (MFI) headquartered in Allahabad, has 130 branches in UP, MP and Haryana, over 70 percent of its clients are based in UP. The MFI has a portfolio size of Rs 90 crores and reaches 1.30 lakh clients.

Project Dharma, is a syndicated distributor that supplies energy efficient products (solar lamps, water purifiers, ACS) to rural populations. Dharma has partnered with Envirofit, Shell Foundation and D.lite in the past. The Dharma distribution channel works with village level entrepreneurs who promote and sell the products in the basket.

I.2 Product Promoted: ACS

The ACS is a durable cook stove designed to make it easier to start a fire quickly and produces a much hotter and cleaner fire that uses significantly less fuel. The ACS, therefore, enables faster cooking, time and fuel savings, cleaner pots and kitchen walls, and a safer home with cleaner air (Figure 1).

The model developed by Envirofit costs Rs 1599.

I.3 About the Report

This report looks at the potential market for ACS by i) understanding the current cooking practices and identifying the need gaps of consumers, ii) understanding perceptions among consumers regarding ACS iii) identifying the segment of the consumers who would purchase ACS and iv) the motives and barriers to purchasing ACS.

Figure 1: Advanced Cook



STUDY OBJECTIVES AND METHODOLOGY

1. Research Objectives

The objectives of the study were to:

- Establish baseline values for performance indicators around knowledge attitudes and practices of consumers.
- Establish an evidence base for target population segments for program and communication activities to focus on.
- Identify and prioritize key barriers to the adoption of ACS to help the program design effective and comprehensive behavior change strategies and activities.

2. Methodology

The research objectives discussed above were addressed through a mix of quantitative and qualitative studies, described below:

2.1.1 Quantitative Study: In February 2011 a population-based survey of households was conducted. The survey was conducted in Faizabad and Sultanpur districts of UP. Data was collected through household visits. In the household, the main user (the woman in the household over the age of 18 years who cooked for more than 2 hours per day) was the target respondent for the perception, attitude and need section of the questionnaire and the chief wage earner (CWE) was the target respondent for the section on financing and purchase decision. A total of 1102 were covered under the study (see Annexure II). A three stage sampling design adopted:

- Stage 1: 20 villages from each program district were selected using probability proportionate to size sampling.
- Stage 2: Villages were segmented into homogeneous clusters of 50 households. 5 clusters were selected using systematic random sampling.
- Stage 3: Listing exercise provided the sampling frame from which 25-27 eligible households were selected for the main interview using systematic random sampling.

Structured face-to-face interview was designed with inputs from the qualitative study conducted prior to the quantitative study. The questionnaire was translated in local language and pre-tested before finalization. Responses to open-ended questions were translated and coded appropriately and the data was entered in SPSS for analysis. The data analysis was done using uni-variate and bivariate methods and presented in percent and mean scores. The sample was weighted for the analysis.

2.1.2 Qualitative Study: The purpose of the qualitative study was to provide an in-depth understanding of target population; behavior, knowledge and attitude towards cooking devices and ACS and factors affecting the use of ACS. It was conducted in the program districts. The study involved habitat visits and observations with impromptu discussions with household members; intensive depth interviews (DIs) and mini focus group discussions (MFGDs) with women and their husbands. MFGDs were conducted among those who used traditional chullahs and DIs were conducted among those who used liquefied petroleum gas (LPG) for cooking. A total of 4 DIs and 4 MFGDs were conducted.

3. Limitations

The main limitation of the baseline study was that ACS was not launched in UP prior to the study, therefore perceptions towards ACS were gathered using show cards detailing the product features. Therefore, responses based on the show card could reflect over-reporting or under-reporting.

KEY FINDINGS

This section provides the key findings from both the quantitative and qualitative studies regarding i) current cooking practices and need gaps of consumers, ii) consumer perception regarding ACS iii) segmentation of consumers who would purchase ACS and iv) motives and barriers to purchasing ACS.

I. Current Cooking Practices and Need Gaps

This section provides the key findings from both the quantitative and qualitative studies regarding the cooking practices and need gaps emerging from the current practices.

I.1.1 Current and Primary Cooking Device

The study shows that the current cooking device among most respondents was the traditional chullah. 81 percent used only chullah while 15 percent used a combination of LPG, chullah and other cooking devices. Table 2 provides details regarding current cooking device reported to be used by the main user.

Table 2: Current Cooking Device

	%
Only Chullah	81.4
Only LPG	1.2
Only Others	0.8
Chullah& Others	2.1
LPG, Chullah& Others	14.6

N: 1102

Table 3 shows that the most often used cooking device or the primary cooking device (i.e. most often used cooking device) in over 93 percent of the households was the traditional chullah. 6 percent reported LPG to be their primary cooking device.

Table 3: Primary Cooking Device

	%
Chullah	93.4
LPG	6.2
Others	0.4

N: 1102

Among those using the chullah, there was a high level of dissatisfaction with respect to the cooking device. 60 percent of the chullah users were very/somewhat dissatisfied with their cooking device (Table 4). On the other hand 85 percent of those who used LPG were very/somewhat satisfied.

Table 4: Satisfaction with primary cooking device

	All	Chullah	LPG
	%		
Very Satisfied	10	6	66
Somewhat Satisfied	33	34	19
Somewhat Dissatisfied	35	37	11
Very Dissatisfied	22	23	4

N: 1102

The qualitative study suggests that most chullah users are dissatisfied “Smoke from chullah is very troublesome”. However, some positives were reported regarding use of chullah in terms of dependability and taste of food cooked “Food cooked on the chullah is very good, especially rotis are very tasty”, “Everyone uses the chullah, it is dependable”.

1.1.2 Need Gaps in Cooking Devices

Table 5 details the need gaps reported by users of the traditional chullah. Respondents were asked the severity of various problems from their cooking device. The statements were asked on a three point Likertscale; a little severe, quite severe and very severe. The most severe concerns reported were; 'Emits a lot of smoke' (81%), 'Blackens walls/utensils' (77%), 'Fuel not easily available' (74%), 'Fuel consumption high' (72%) and 'Takes time to start' (61%).

Table 5: Need Gaps by Users of Traditional Chullah

	% reporting quite/very severe
Emits lot of smoke	81
Blackens walls/ utensils	77
Fuel not easily available	74
Fuel consumption high	72
Takes time to start	61
Cannot be used indoors	46
Food cooks slowly	44
Difficult to keep clean	38
Cost of purchasing/ making device	14
Cannot be used for large & small vessels	13
Not suitable for large families	11
Not more than one burner	8

N: 1102

The qualitative study also highlighted smoke emitted by chullah is felt to be a very big irritant for women; burning sensation in the eyes, headache, cough etc. were drawback, *"Smoke from chullah gives headache, eyes have a burning sensation, it is very painful"*, *Chullah reminds me of smoke & red eye"*.

Smoke blackening the utensils was also perceived to be an important need gap, women would who have to spend a lot of extra time cleaning utensils - *"Black utensils need more rubbing & takes more time to get cleaned it is a laborious task"*- and smoke blackening the walls perceived as a point of embarrassment, especially by men , *"when somebody comes to my place I don't take him to that place where the walls are black, it is embarrassing"*, *"The utensils and the walls become black, If somebody comes at home it becomes very embarrassing."*The pre-cooking preparation was found to be tedious and lengthy; *"It takes longer to cook the food, it seems that we keep cooking only"*, *"It takes nearly 1-2 hours to get food ready"*.

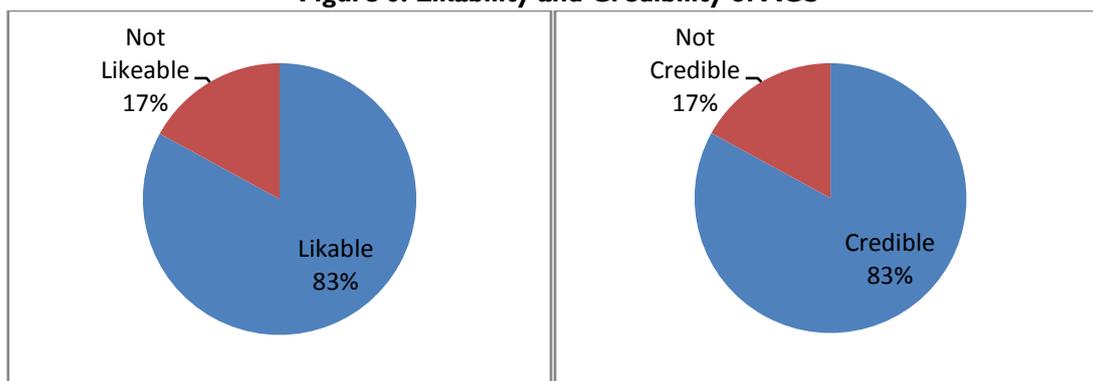
2. Meeting Need Gaps with the Advanced Cook Stove (ACS)

This section looks at the consumers' reactions to the concept of ACS and their perceptions about ACS ability to meet the need gaps discussed in the previous section.

2.1.1 Reactions to Advanced Cook Stoves

In the study main users and CWE were shown a show card (see Annexure III for Show Card on ACS) with details regarding the ACS product to gauge interest and potential market in the area. Figure 6 shows that in 83 percent of the households both the main user and CWE reported that the product was likable. Additionally, 83 percent of the households found the benefits mentioned in the show card to be highly credible.

Figure 6: Likability and Credibility of ACS



N: 1102

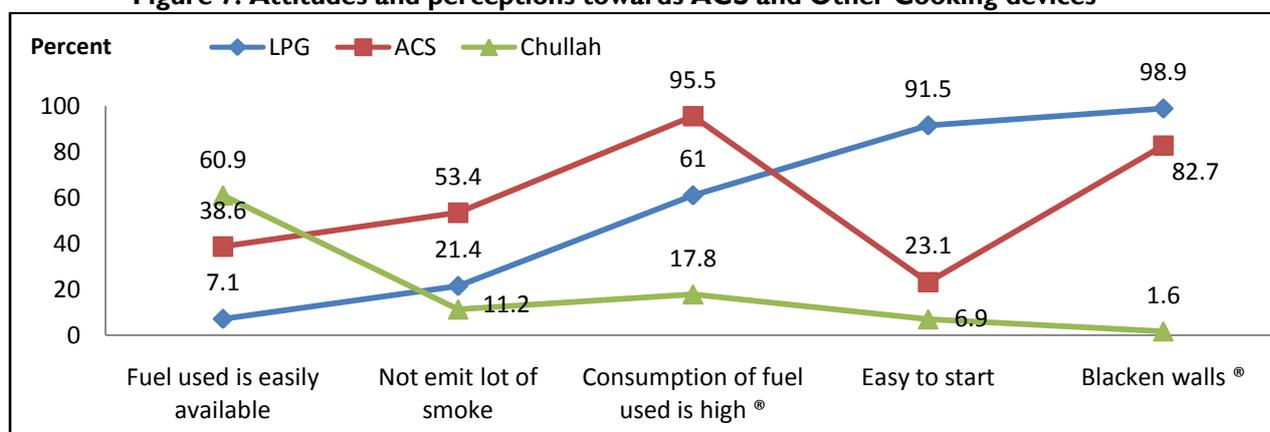
The qualitative study also found that the ACS concept generated interest and likeability “It is good as less wood would be used. It has more facilities, less smoke. It will reduce the blackness of utensils & floors”. The benefits highlighted were; pleasant cooking experience devoid of smoke, “Due to less smoke utensils & walls won’t become black. Black utensils need more rubbing, we will get rid of it”, “Saved woods can be used later.” “If it ignites fast, food will be cooked in less time”. Portability and ‘good-looking’ were highlighted. The qualitative also found that the concept appealed to the LPG users as availability of/sourcing LPG cylinders was a problem, “It takes almost full day to either get the gas or get to the counter.”

However, the absence of two burners was seen as a ‘deficiency’, leading to the perception that cooking would be time consuming “It is time consuming as it has only one chullah”, “It is good to use on regular basis but if guests come then would be little painful”.

2.1.2 ACS and Other Cooking Devices

In order to understand the attitudes and perceptions of main users about ACS and other cooking devices, they were asked about their perceptions about ACS meeting need gaps of cooking devices. The responses to the statements were asked on a five point Likert scale: 5 for ‘strongly agree’ and 1 for ‘strongly disagree’. Figure 7 shows proportion for ‘strongly agree and ‘agree’. Respondents found ACS to be better than the traditional chullah in terms of i) less emission of smoke, ii) ease of starting, iii) less blackening walls and iv) less consumption of fuel. ACS also faired better than LPG in terms of i) ease of availability of fuel and ii) less consumption of fuel.

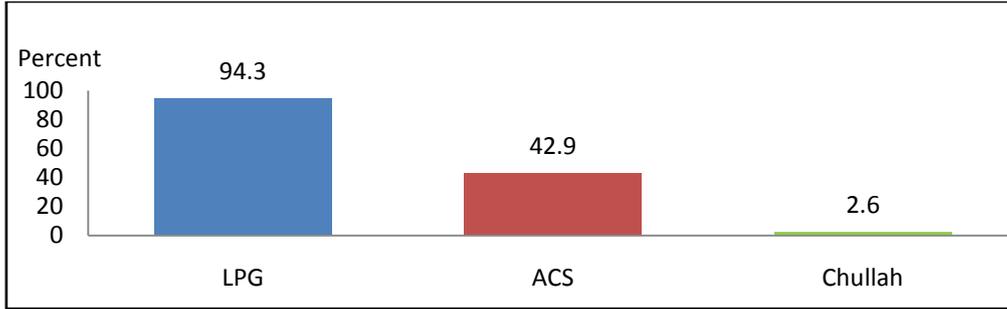
Figure 7: Attitudes and perceptions towards ACS and Other Cooking devices



N: 1102; [®] indicates reverse coded

Figure 8 shows that though ACS was perceived to be better than the traditional chullah on functional aspects the difference in perceived cost between ACS and traditional chullah was high.

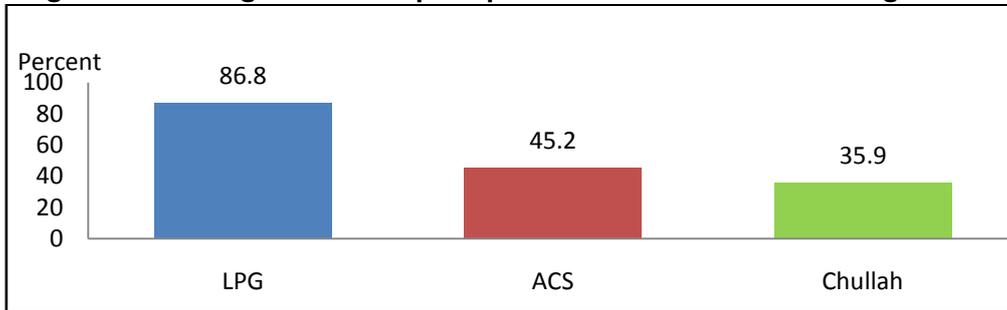
Figure 8: Cost perception of ACS and Other Cooking Devices



N: 1102

Figure 9 shows a marginal difference in perception about ‘overall good method of cooking’ between ACS and traditional chullah. The high perceived cost of purchase negates the perceived functional benefits and need gaps met by ACS.

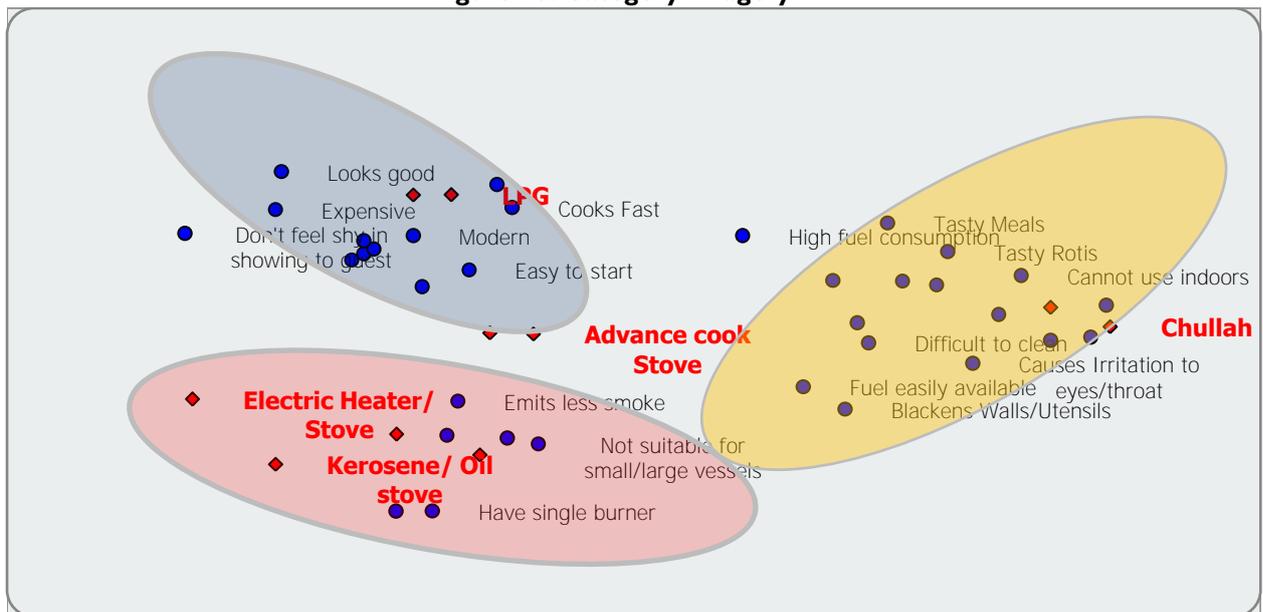
Figure 9: Overall good method perception of ACS and Other Cooking Devices



N: 1102

Figure 10 shows that consumers positioned ACS closer to LPG as compared to any other cooking device – in both functional and aspirational benefits of LPG. Most of the negative statements regarding cooking devices were associated with chullah. However, ‘tasty meals and rotis’ was strongly associated with chullah and no other cooking device. Additionally, ACS was placed close to the category of electric heater/kerosene stove. Positioning of ACS would need to ensure that the product not move into the category of electric heater/kerosene stove.

Figure 10: Category Imagery



N: 1102

3. Potential Market for ACS

This section explores the potential market for ACS by segmenting consumers and profiling acceptors, who reacted positively towards ACS and had low satisfaction with their primary method of cooking.

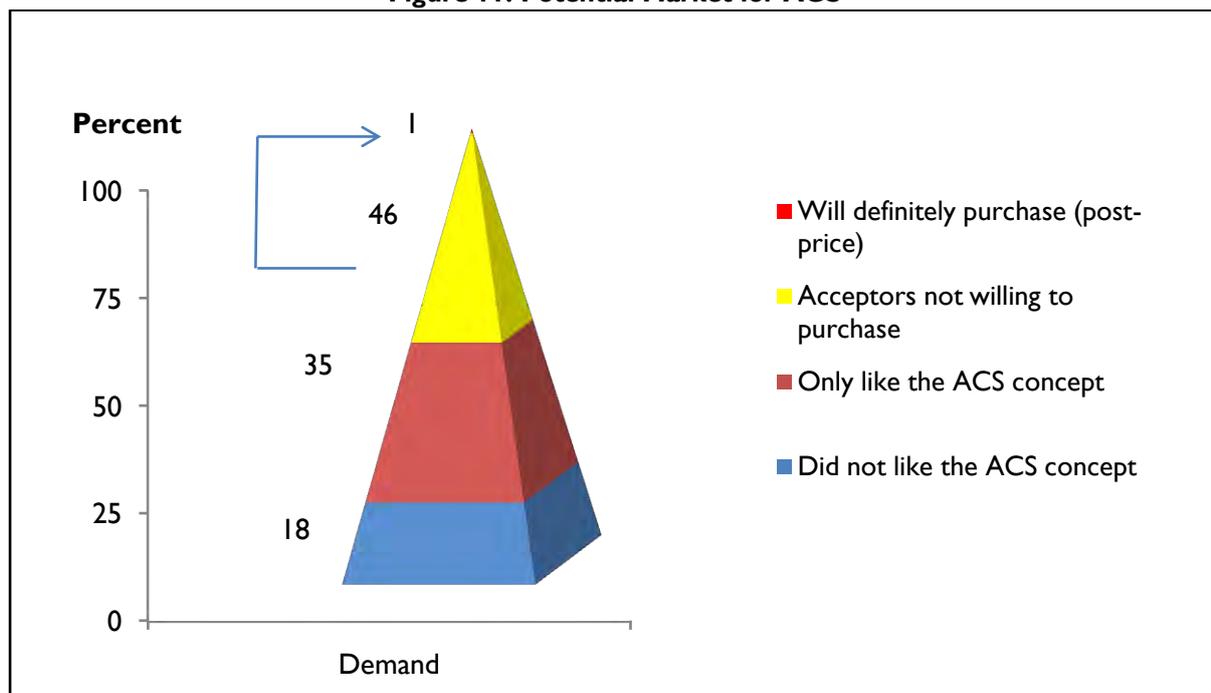
3.1.1 Demand Estimation and Segmentation

In order to explore the potential market for ACS consumers were segmented into acceptors and non-acceptors. Acceptors were considered to be likely early adopters of ACS. They were those who reacted positively towards the product and who had low satisfaction with their primary method of cooking.

Figure 11 shows that of all the respondents 18 percent did not like the concept of ACS, 35 percent liked the concept, but were non-acceptors, and the remaining 47 percent were acceptors. 46 percent liked ACS and were dissatisfied with their current cooking device, but they still did not report willingness to purchase ACS at full price. This group requires greater exposure to the emotional and functional benefits of an ACS, and greater evidence on the 'value for money' of ACS.

Only one percent of the respondents were willing to purchase ACS at the proposed price, after the price was disclosed. It is important to note that these responses towards intention to buy were based on the show card. Respondents did not have an opportunity to interact with the product.

Figure 11: Potential Market for ACS

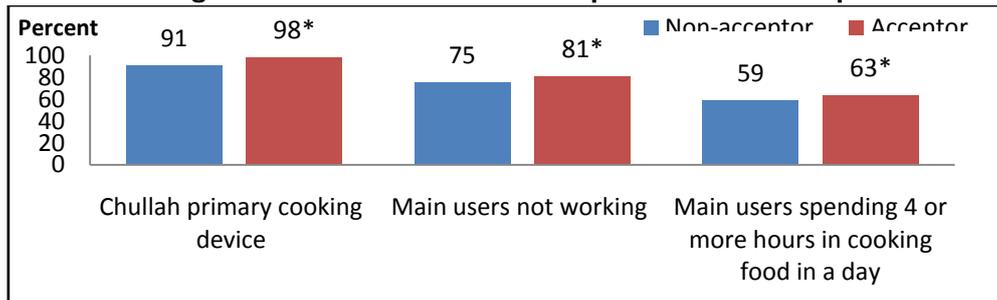


N: 1102; Acceptors: Liked the concept and dissatisfied with current cooking device

3.1.2 Profile of Segment: Acceptors of ACS

The characteristics that were significantly different between acceptors and non-acceptors of the ACS product are shown in Figure 12. Acceptors used chullah as their primary cooking device; the main user of the cooking device was not working and typically spent more than four hours a day cooking food. Thus, no distinct profile of acceptors emerged.

Figure 12: Characteristics of Acceptors and Non-acceptors



N: 1050 *: significant at $p \leq 0.05$

3.1.3 Motives and Barrier to Purchase of ACS

The motives and barriers to purchasing ACS were identified from the qualitative study. The study suggests that motives for purchase of ACS were:

- Less consumption of fuel and easy availability of fuel *“It is good as less wood would be used and it is easily available”*
- Portability and attractiveness *“It looks good; I will not feel shy to show it to my guests”*
- No shyness in show the ACS to guests due to reduced blackening of utensils and walls *“Utensils and walls will not get black, if someone comes home I will not feel shy”*
- Reduced smoke, burning in the eyes, headache, cough etc. *“Smoke from chullah gives headache, eyes have a burning sensation, it is very painful, the new chullah will reduce smoke”*.
- Ease of starting and less cooking time *“It ignites fast, food will be cooked in less time”*

However, some barriers that emerged included i) high cost of purchase *“It is expensive. If this cost Rs 1000 we could buy it”* and ii) lack of suitability for cooking for large families *“Not so suitable for cooking for huge families or special occasions”*

4. Conclusions and Recommendations

4.1 Conclusions

From the findings of the baseline study, the following conclusions can be drawn:

- More than 90 percent of the respondents used a traditional chullah as the primary cooking device and 70 percent of chullah users were dissatisfied with their cooking device. The need gaps included; smoke, blackening of walls, lack of availability of fuel, greater fuel consumption and difficult in starting device.
- On introducing ACS through show card with product details, it was found that 80 percent of respondents liked the concept of ACS. However, ACS scored marginally higher than the traditional chullah on ‘overall good method’ due to a high perceived cost of purchasing.
- Overall, primary demand from information provided through show cards was found to be only one percent. 46 percent could be moved to purchase with financing and information through demonstration and communication on product benefits.
- Attractiveness of product, aspiration, reduced smoke, less consumption of fuel and less cooking time were motives to purchase ACS. Price was a key barrier to purchase.

4.2 Recommendations

Based on the findings, following recommendations are proposed:

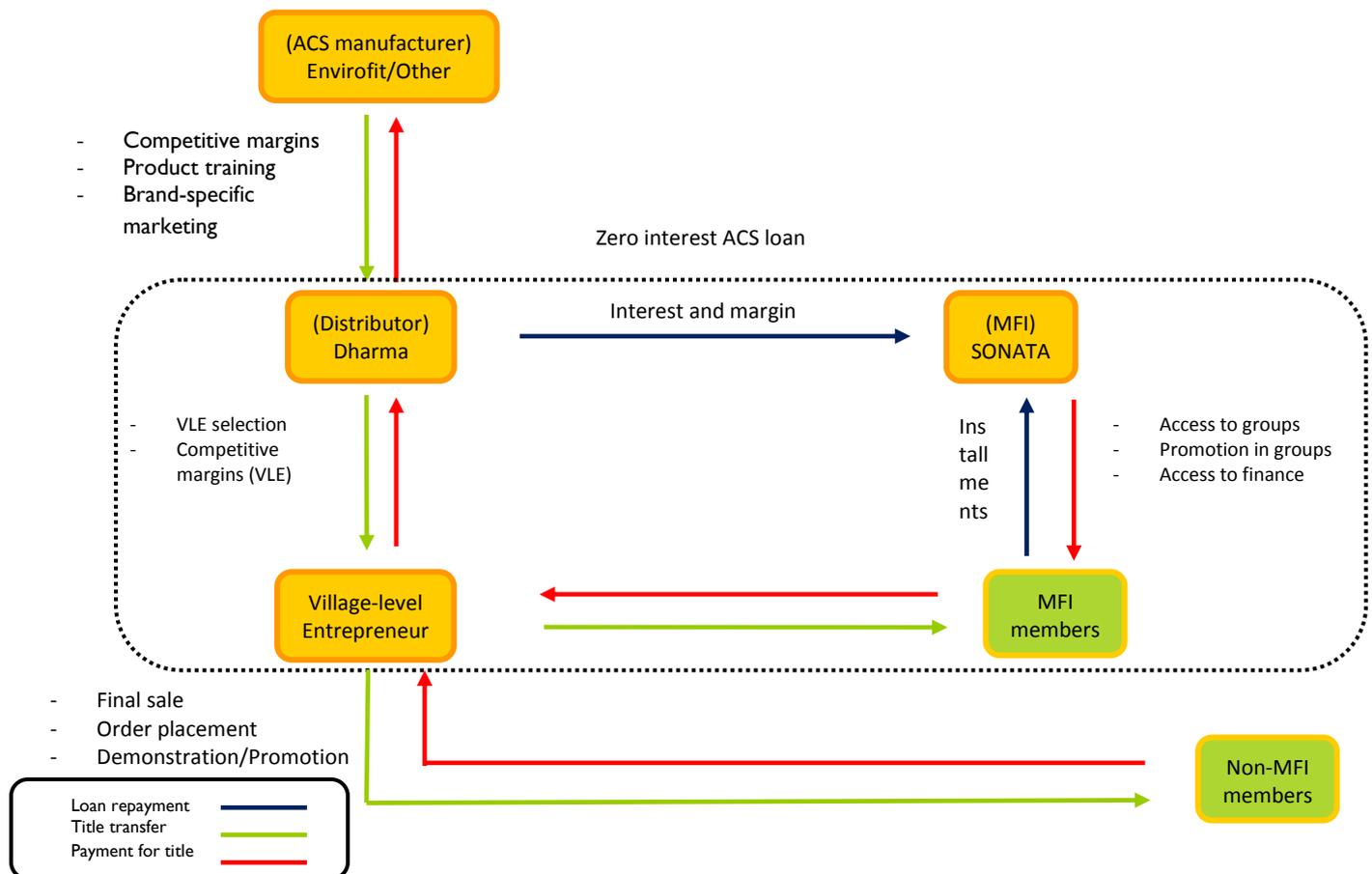
- As the price of ACS was a major barrier, Microfinance or other financial options should be engaged with for increased purchase. Traditional mass distribution tie ups may not be appropriate given the need to include financing mechanisms with product sales
- Focus on communication activities and product demonstration to target 46 percent to increase potential demand. Use demonstrations to introduce the product (through ‘touch & feel’), at the village level and local markets/haats. Communication messages should focus on aspirational value as well as product benefits.

PLANNED ACTIVITIES - MODEL DESCRIPTION

The model planned for distributing ACS under the MBPH ACS Initiative pilot is described in Figure 14. The ACS manufacturer (Envirofit) delivers the ACS to the distributor (Project Dharma). Dharma uses village level entrepreneurs (VLEs) as last mile delivery. VLEs promote and distribute ACS to the customer. In the case of non-MFI clients the ACS is sold at full price.

For MFI clients, the VLE delivers to the client however the full payment for the ACS is made by the MFI (SONATA). The client then pays back loan installment to SONATA. The loan scheme offered to the client is interest free. In the pilot clients are offered a zero interest loan. The interest component is borne by the distributor, Dharma.

Figure 14: Pilot Model



Annexure I: Indicator List with Baseline Values and Targets

Intermediate results	Indicators	Baseline	Data sources and collection methods
Organize PR oriented events around the MBPH ACS pilot	At least two activation events organized at the intervention sites	0	Project record
	At least one workshop organized to discuss carbon finance/standards/taxes and tariffs	0	Project record
Develop communication strategy for ACS	Consumer segmentation and communication strategy document completed		Project record
	Master template for collaterals finalized		Project record
	Outreach activities carried out in each intervention village		Project record
	Organize at least one activation event in the SG settlement	0	Project record
Design and test market introduction strategies with respect to distribution financing and demand generation and launch the pilot	At least 2 district level meetings held between all partners	0	Project record
	At least 1 stockist point established per district	0	Project record
	At least 1 loan product for ACS developed	0	Project record
	At least 450 loan application made from the potential consumers (members of MFI groups)	0	MIS record
	At least 180 ACS sold in the intervention districts	0	MIS record
	% indicating awareness about ACS	0	Endline
Continue engagement with stakeholders in the industry	At least one meeting/workshop held among stakeholders	0	Project record
Conduct a landscaping of the regulatory environment in the ACS industry and develop advocacy plan	Final Report on trade and tariff regulation for ACS		Project record
	Develop Advocacy Plan for ACS with respect to trade and tariffs in the Advocacy		Project record
Understand carbon financing options for ACS and develop a roadmap document	Complete report on proceedings of the carbon finance workshop		Project record
Design roadmap for development of globally acceptable standards and testing protocols for ACS	Organize meetings of experts and stakeholders (ACS manufacturers, MNRE, IIT, research institutes)		Project record
	Produce final document on roadmap to develop universal standards for ACS		Project record

Annexure II: Sample Size Determination

The target respondents for the baseline were women of who engaged in cooking activities for more than 2 hours a day and the men of the households who were CWE. A total of 1102 households were covered under the study. The main assumptions and considerations in sample size calculation was that there was no awareness of ACS at baseline. A change of 5 percent was assumed during the program intervention period at 95% confidence level and 80% power with design effect of 1.5 and 10 percent non-response.

Annexure III: Show Card on ACS

आधुनिक चूल्हा – खाना झटपट बनाये और किफायती



- आज सदियों से खाना बनाने के लिये पारंपरिक चूल्हे का उपयोग कर रहे हैं।
- हालांकि आज इसके उपयोग से आगो हो गये हैं और इस पर स्टाटिस्ट खाना बनता है, पर इस चूल्हे से कुछ दुष्प्रभाव भी हैं।
 - ✓ बहुत अधिक धुआँ जो आगकी आगती और पंपटो के लिये स्वास्थ्यकारक होता है, जिससे श्वासी होती है और कभी-कभी किरा से दर्द भी हो जाता है।
 - ✓ धुँ, और गंध से टीकाने और बर्तन पोखे जायें हो जाते हैं।
 - ✓ गंधर खाना बनाने में बनेशाली होती है।

- येस है आधुनिक चूल्हा जो आगकी जरूरतों को ध्यान में रखते हुए आधुनिक तरीके से बनाया गया है।
 - अब खसकी पर आगका कम खर्च, क्योंकि गंधर से दुष्प्रभाव आने से कम इंधन (खसकी) की जरूरत।
 - अब आगके बर्तनी बर्तन और टीकाने पर कम स्टाटिस्ट, क्योंकि धुँ से आग बर्तियात गंधर की खसकी।
 - इंधन होने गंधर से लीज बचते हैं।
 - ✓ इनकी द्वारा आग लीज की लीज खसका या कम की जा सकती है।
 - ✓ और इन गंधर से होने में इस की खसकी से धुँ से आग बर्तियात जाती है। जिसकी गंधर में आगकी बर्तन की खसका नहीं जाती।
 - ✓ इसी लीज लीज बर्तन से खाना खाना खसका बनता है।
- और इनसे पक्की बात है कि आज इस पर चूल्हे बिलकुल ही स्टाटिस्ट खाना बना सकते हैं।



अन्य कारणें

- आज आगकी सुविधा से अनुभव बचाने कभी की जा सकते हैं।
- आज खसकी बचता है, आगकी से खसका कम बचते हैं।
- चूल्हे पर। खसका की खसकी है।



चूल्हे के 2 मॉडल उपलब्ध हैं।

एक मॉडल में इंधन ऊपर से डाला जाता है, और इसमें आँध को कम या ज्यादा करने के लिये बटन भी है। दूसरे में इंधन सामने से डाला जाता है।



आधुनिक चूल्हा – कम धुआँ, कम इंधन, बिना फूँकें, सुविधाजनक और किफायती