Abstract

This case study presents an experience in introducing beneficial technology into a poor, urban community through the generation of grassroots demand. The larger objective of the project was to achieve sustainable developmental progress with minimal external financial contribution. The broad, intended audience is those individuals and organizations who are interested in this method of development. Indoor air pollution caused by burning unprocessed biomass is a serious and urgent health concern throughout the developing world. Programs have been launched in the past to address this issue but have had mixed reviews due to lack of sustainability and inattention to user preferences. Over the past eight months, using a variety of techniques from controlled experiments to interactive meetings the families of Behrampura, Ahmedabad have begun to see the benefits of the a new type of cooking stove. This project aimed to stimulate the demand for smokeless cooking stoves; poor urban residents of this area in Ahmedabad, Gujarat are now willing to pay a reasonable amount of money for a technology that can improve their lives. The smokeless chulha is a cooking stove that can save the lives of thousands of women and young girls in urban slums who are subject to the deadly toxins released from burning wood used as cooking fuel.