



PRESS RELEASE

USAID and ASAR Partner to Advance Climate-Friendly Household Cooking Practices

New Delhi, 21 August 2023: Asar Social Impact Advisors (ASAR) announces the release of “**Barriers to Access, Adoption, and Sustained Use of Cleaner Fuels Among Low-Income Households: an Exploratory Study from Delhi and Jharkhand, India,**” a report identifying strategies to reduce household air pollution and mitigate the damage to health and climate that it causes. The report comes as the culmination of a study conducted in partnership with the U.S. Agency for International Development (USAID). Shri Kushagra Mittal, Deputy Secretary (LPG), Ministry of Petroleum and Natural Gas, Government of India released the report.

Asar Social Impact Advisors conducted research with focus groups and in-depth interviews in urban communities in Delhi and in several villages in rural Jharkhand, focusing on engaging women above 18 years of age. This study took part with support from USAID’s Cleaner Air Better Health project, and with assistance from NGO partners Cornerstone Knowledge Builders in Delhi and HOPE in Jharkhand.

USAID/India’s Environmental Advisor, Soumitri Das, said, “USAID’s air quality programming aims to mitigate and reduce ambient and household air pollution to reduce adverse health impacts, advance climate change mitigation and adaptation, and promote inclusive, sustainable development. This study, supported by USAID’s Cleaner Air and Better Health project, will enable us to frame policies and programs to match the needs of target populations, with a focus on gender inclusion.”

Neha Saigal, Head of the Gender and Climate Programme at Asar Social Impact Advisors, said: “Even though women are at risk of mild to severe health impacts due to the toxic fumes from biomass burning, they are often unaware of the consequences and can seldom do anything about it as a cleaner alternative as LPG is not affordable to most households in the lower socio-economic strata. We need continuous and sustained interventions at both demand and supply levels to address the issue.”

Sweetie Sharma, Programme Manager, Cornerstone Knowledge Builders, said: “Women are also the ones who often gather the firewood, and this is a huge opportunity cost for them. Further, the context of women with respect to their incomes and access to basic services determines their access to and adoption of cleaner fuels. Women in non-notified *bastis* are more vulnerable since they do not have better earning capacity or have access to better delivery of LPG.”

The study includes recommendations on behaviour change and awareness campaigns on the health and climate impacts of biomass burning and highlights the benefits of using LPG, highlighting the benefits of educating existing Self Help Groups within communities. The findings and recommendations will be used to design pilot interventions to improve access to and adoption of cleaner cooking fuel for low-income households in India. This, in turn, would reduce household air pollution and its health impacts, and help mitigate climate change.

For more information, please contact:

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Strategic Partner





About USAID

USAID is the U.S. Government’s premier international development agency and a catalytic actor driving development results. USAID works to help lift lives, build communities, and advance democracy. USAID’s work advances U.S. national security and economic prosperity; demonstrates American generosity; and helps countries progress along their development journey. In India, USAID is collaborating with the country’s growing human and financial resources through partnerships that catalyze innovation and entrepreneurship to solve critical local and global development challenges. To learn more, visit www.usaid.gov/india

About Asar

Asar Social Impact Advisors Pvt Ltd (ASAR), is a start up in the social and environmental impact space in India. Asar enables a “collective impact” approach to tackle some of the big environmental challenges, with a focus on air pollution and climate change. We believe that to solve the systemic problems facing us today we need collaboration and sustained dialogue to arrive at consensus to create maximum impact. We provide strategic advice, informed analysis, plus planning and evaluation support to funders, not-for-profit and for-profit organisations. We actively convene varied stakeholders on a particular issue to create collaborative spaces for the sharing of information and insights, resulting in transformative change.

About CEEW

The Council on Energy, Environment and Water (CEEW) is one of Asia’s leading not-for-profit policy research institutions. The Council uses data, integrated analysis, and strategic outreach to explain – and change – the use, reuse, and misuse of resources. It prides itself on the independence of its high-quality research, develops partnerships with public and private institutions, and engages with the wider public. In 2021, CEEW once again featured extensively across ten categories in the 2020 Global Go To Think Tank Index Report. The Council has also been consistently ranked among the world's top climate change think tanks. Follow us on Twitter @CEEWIndia for the latest updates.

About the Cleaner Air and Better Health Project

Cleaner Air and Better Health (CABH) is a five year (2021 to 2026) project supported by the United States Agency for International Development (USAID). It aims to strengthen air pollution mitigation and reduce exposure to air pollution in India by establishing evidence-based models for better air quality management. The project is being implemented by a consortium led by the Council on Energy, Environment and Water (CEEW) and includes ASAR Social Impact Advisors (ASAR), Environmental Design Solutions (EDS), Enviro Legal Defence Firm (ELDF), and Vital Strategies (VS).