

Energy and Empowerment of Women

Energy and Gender Capacity Building
Workshop for South Asia

DHAKA

15th -17th June 2010

TIDE

TIDE: An Overview

- A registered NGO working for more than 17 years in development, demonstration, field adaptation and dissemination of energy, environment linked livelihood projects
- Conceived as a link organization to take to the field , technologies developed by research institutions and demonstrate their commercial viability
- Focus areas:
 - Renewable energy technologies
 - Water and environment,
 - Women and livelihoods
 - Training
- Working in the 4 states of South India
- TIDE implements projects worth Rs 17 million annually
- There are about 12 ongoing projects at any given time

What is Gender?

Gender is a system of **SOCIALLY DEFINED** roles,
privileges, attributes and relationships

...between women and men,

...which are **NOT** determined by biology,

...but by social, cultural, political and economic
expectations.

TIDE, Gender and Energy

TIDE's has used the 'gender only' approach in all its projects.

Through its women and livelihoods projects, TIDE has been able to

- Address women's **practical energy needs** (fuel for cooking, fast cooking, good lighting)
- Address women's **productive energy needs** (economic benefits through livelihoods generation, savings in costs of energy)
- Safeguard their **strategic interests** (reduction in drudgery, improved health).

Women empowerment is achieved by improving access to / meeting these energy needs, and safeguarding their strategic interests.

TIDE has used technological solutions and entrepreneurial interventions to meet these energy needs.

Women's roles and responsibilities in her home as well as the socio-cultural situations they live in are kept in mind.

Rural women as stove entrepreneurs for dissemination of Smokeless Stoves



Smokeless stoves built in more than 9000 households by women

Eight villages converted into smokeless villages

Women have trained about 70 people in stove construction



Energy needs met:

Clean stove, reduced fuel usage, fast cooking,
Enhanced income for stove entrepreneurs-
amounting to Rs. 600000/-

Strategic interests secured:

Time saved
Reduction in drudgery of fuel collection,
cleaning vessels
Increased productivity
Improvement in the health of the women and
their families.

Empowerment:

- ✓ Women have spare time and they decide how they would like to use this time,
- ✓ Stove entrepreneurs manage enterprise activities
- ✓ Enhanced status in the community.

Women's entrepreneurship for domestic lighting systems

Six women have been able to reach more than 300 households so far through awareness meetings on energy efficient domestic lights.



Energy needs met:

- Better lighting in the house
- Reduction in energy costs,
- Enhanced income for entrepreneurs

Strategic interests secured:

- More hours available for work
- Increased productivity
- Improvement in the well-being of the women and their families.

Empowerment:

- ✓ Women can decide to take up productive work in the extra time that becomes available.
- ✓ Increased knowledge due to awareness creation by entrepreneurs.
- ✓ Enhanced status in the community for entrepreneurs

Enterprises by women in dried products



Six women's groups have set up enterprises in drying marine and horticultural products using biomass based dryers. They have earned profits of Rs. 200000/- so far.



Energy needs met:

Enhanced income for entrepreneurs

Strategic interests secured:

- Women work close to home
- Increased productivity
- Improvement in the well-being of the women and their families.

Empowerment:

- Increased skills
- Women take all decisions relating to their enterprise.
- Develop interest to look for other opportunities for enterprises
- Enhanced status in the community for entrepreneurs

Tools for interventions



Awareness creation



Promotion support



Building capacity

Micro- enterprise development training

Training – Technical



Empowered women

Mrs. Lalithabai, a stove entrepreneur.



- Built more than 5000 stoves in about 7 years.
- **Awarded Woman Exemplar in 2007 by Confederation of Indian Industry**
- Felicitated by her village Panchayat for her achievements as stove entrepreneur and contribution to clean households in the village.
- Developed linkages with NGOs in the State and getting bulk orders for stove construction.
- Stove entrepreneurship enabled her daughter to complete her education and get a job as a government school teacher.

Empowered women

Mrs. Sreedevi Mukesh, entrepreneur in dried marine products



- Dried more than 18 tons of prawn and fish, producing and selling about 4 tonnes of dried fish and prawn in 5 years.
- Learnt further value addition for dried prawn.
- Developed marketing linkages to sell the dried prawn and fish.
- Expanded now into Devi foods, with processing and packaging equipment, producing and marketing a variety of pickles and savouries apart from dried fish and prawn products.



THANK YOU

The logo for TIDE, featuring the word "TIDE" in a bold, green, sans-serif font. The letter "I" is stylized with a circular pattern inside it, resembling a globe or a network node.

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

#19, 9th Cross Malleswaram, Bangalore 560 003

INDIA

Ph:+91-80-23315656 Fax: +91-80-23344555

Email: tide@vsnl.com

www.tide-india.org

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