Using LPG: Health Matters
Session: Beyond Biomass, communicating the LPG case
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References:


Global Burden of Air Pollution

Deaths from air pollution in 2013

Air pollution was responsible for 5.5 million deaths in 2013

Source: Institute for Health Metrics and Evaluation (IHME), University of Washington.
Can increased health-risk awareness help to induce PMUY beneficiaries to use LPG regularly?
Serious lack of health-risk awareness
An experiment in Rural Bikaner, Rajasthan

- Consume LPG twice as quickly as under normal circumstances
- Random Intervention: Providing Health Information
- Discount vouchers
- Assess behavioural change
Implication of the time constraint for the average PMUY household

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Impact of Providing Health Information

• Positive, significant effect on willingness to pay for faster consumption
• Statistically significant, higher probability of use of vouchers
• Strong Treatment Effect: 36% higher use among households that received the health information
Concluding Remarks

Health information matters

- Prominence in campaigning
- Refer to concrete health problems
- *Convince both men and women*

Improving Knowledge on existing subsidies

→ Communication on pricing policy
→ How these are paid
Concluding Remarks

Commonly perceived constraints matter relatively less: transport costs, distance to supplier, worries about safety concerns, even the taste of food

Supply Side Interventions: Right Direction

• Option to move between 14.2 kg / 5 kg cylinder
• Decoupling loan repayments for stove and cylinder
Key Messages

- Impressive Strides in Giving Connections
- Much to Learn from the Ongoing Programme
- Next Steps on Increasing Consumption: Health Communication
Acknowledgement:

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