



pollinate group
Empowering Lives, Sustainably



Time Saving Report

**Empowering Change:
Uncovering Our Impact
Through Time-Saving
Products**

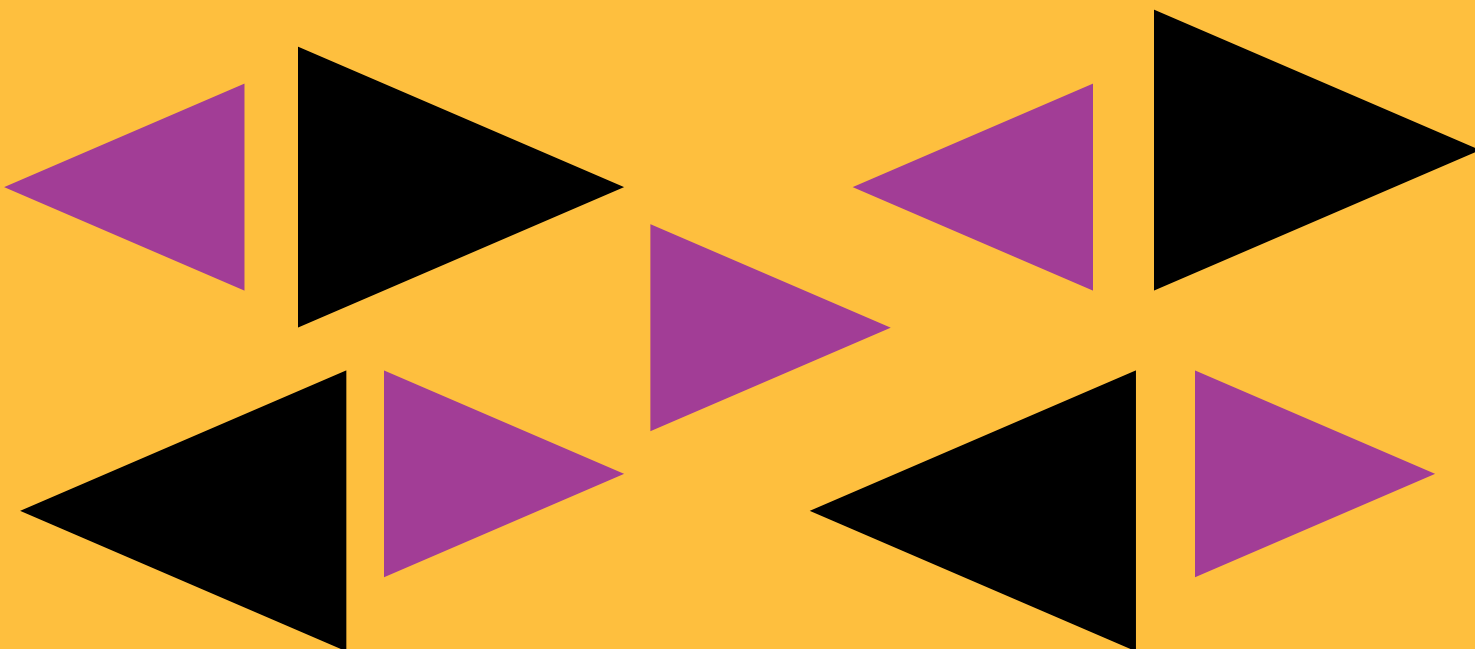


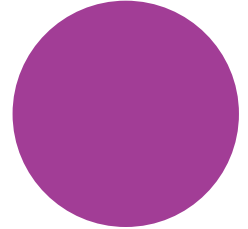


Table of Content

01

About Us

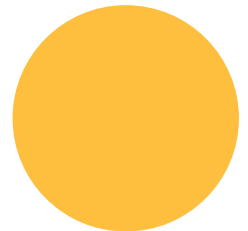
- Introduction
- Impact
- Why time saving is important



02

Research

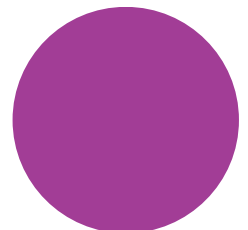
- Primary and Secondary Research
- Survey: Objectives and Methodology
- Challenges Faced



03

Findings

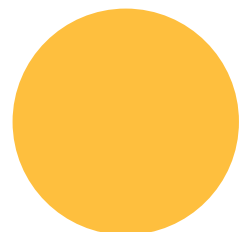
- Key insights from the Survey
- Recommendations for the team



04

Conclusion

- Summary of the Report
- Conclusion





Time Saving Report

Introduction:

Pollinate Group is a transformative social enterprise dedicated to uplifting impoverished communities by empowering women as leaders of change. Their mission is to break the chains of poverty and create a world where women access opportunities, financial independence, and decision-making power. Operating in India and Nepal, Pollinate Group identifies, trains, and supports local women entrepreneurs to serve families living on less than US\$1.90 a day. Through the distribution of life-changing products, Pollinate Group aims to bring positive change and improve the lives of the world's most neglected communities.

Empowering Lives through Diverse Products:

Pollinate Group's diverse range of products includes solar lights, cooking appliances, biodegradable sanitary napkins, and water filters. These products have a significant impact on marginalized communities. Solar lights replace toxic kerosene lamps, while water filters provide safe drinking water. This not only enhances health but also reduces expenses, substituting costly bottled water. Additionally, these products contribute to environmental sustainability by reducing carbon emissions and promoting responsible waste disposal. Moreover, they save precious energy and resources, which are vital for communities struggling to make ends meet.

Time saved and Impact:

Understanding the time savings generated by Pollinate Group's products is imperative to comprehend their comprehensive impact. While cost savings and health improvements are measurable, the time-saved aspect offers a distinct lens into the transformative power of these products. Families no longer spend hours gathering firewood or boiling water, gaining invaluable time for education, entrepreneurship, and quality moments. This reclaimed time empowers individuals to break free from the cycle of poverty, fostering personal growth and community cohesion. By acknowledging the significance of time savings, we embrace a holistic vision of positive change that transcends immediate benefits, forging a brighter, more sustainable future for marginalized communities.

Focused Research on Time-Saving Products:

This research centers on Pollinate Group's time-saving products: pressure cookers, rice cookers, induction stoves, improved biomass cook stoves and mixer/grinders. These products have the potential to significantly save time for users, contributing to enhanced productivity and overall quality of life. Recognizing the intersection of energy, cost, and time, this study delves into the crucial role of time savings in amplifying the positive impact of Pollinate Group's products.



Research Methodologies

Primary and Secondary research

Our secondary research revealed the potential benefits of electric cooking, encompassing enhanced health, time savings, and reduced costs¹. However, these findings lacked the specificity we sought, particularly concerning precise time-saving figures. Existing studies primarily focused on energy rather than the time saved, introducing complexity due to varying factors like cooking methods and utensil size, which influence time savings.

It's important to note that the secondary research we encountered did not directly address the marginalized communities we operate in. Although the secondary research did not give us the exact numbers, it provided us a good direction for our primary research. Recognizing this limitation, we undertook primary research to gather accurate information directly from our beneficiaries.

Our primary survey proved essential in filling this data gap. By engaging with our customers, we acquired concrete time-saving figures and gained deeper insights into the distinct dynamics of the communities we serve. This approach was imperative as secondary research seldom covers our operational areas, where our objective is to make a meaningful impact. Through this comprehensive methodology, we successfully bridged the divide between secondary insights and firsthand customer experiences, allowing us to accurately quantify the influence of our products.

Time Saving Survey

Objectives:

- Create a tailored time-saving formula for Pollinate Group products.
- Evaluate product impact on cooking time vs. traditional methods.
- Analyze time use and benefits for customers.
- Assess satisfaction and gather feedback for improvement.

Locations & Sample:

All Pollinate Group areas in India and Nepal. Sample includes older as well as recent product purchasers using products for less than a month.

Research Questions:

1. Purchase frequency and usage of Pollinate Group products?
2. Previous cooking methods and product purposes?
3. Product cooking time vs. traditional methods?
4. Time use benefits and observations?
5. Satisfaction level, challenges, and suggestions?

1. Binod Chapagain et al., "Unlocking Electric Cooking on Nepali Micro-Hydropower Mini-Grids," *Energy for Sustainable Development* 56 (2020): 1–11, 10.



Challenges faced during the Survey

Throughout the surveys conducted in both India and Nepal, we came across several challenges that had an impact on the process of collecting data. The following are the main difficulties we encountered while working to gather important insights from our customers.

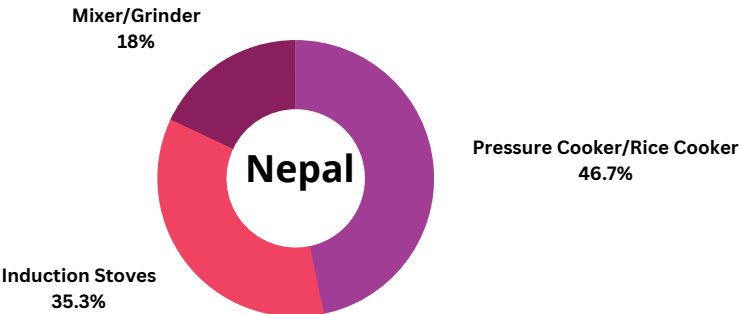
- **Missing or Incomplete Customer Data:** The absence of essential contact numbers for customers was the most significant challenge, hindering the survey process and data collection.
- **Non-Responsive Customers:** Difficulty in obtaining responses from customers ranked second due to its impact on obtaining valuable feedback.
- **Not Reachable Customers:** The challenge of reaching out to a considerable number of customers via phone calls ranked third in importance.
- **Repeated Numbers:** While repeated phone numbers added complexity, it did not have as significant an impact on data collection.
- **Customers Not Necessarily the Users:** Reaching the actual product users was important, but it ranked lower in significance compared to the top three challenges.
- **Calls Blocked or Switched Off:** Customers with blocked or switched-off phones posed a challenge, but it did not affect a large proportion of the survey.
- **Incorrect Numbers:** The issue of incorrect numbers had a moderate impact on the survey process.
- **Invalid Numbers:** While the presence of invalid numbers was a concern, it did not significantly affect data collection.
- **Customers Who Did Not Use the Product:** The challenge of including customers who had not used the product was of lower importance.
- **Customers Who Gifted or Sold the Product:** This challenge had the least impact on the survey as it involved a small number of customers.

Despite encountering difficulties in both India and Nepal during the surveys, we were able to gather valuable customer data. This experience highlighted the need for accurate data collection, and we are dedicated to enhancing our methods. This information will play a crucial role in refining our services and driving positive changes for the communities we assist in both India and Nepal.



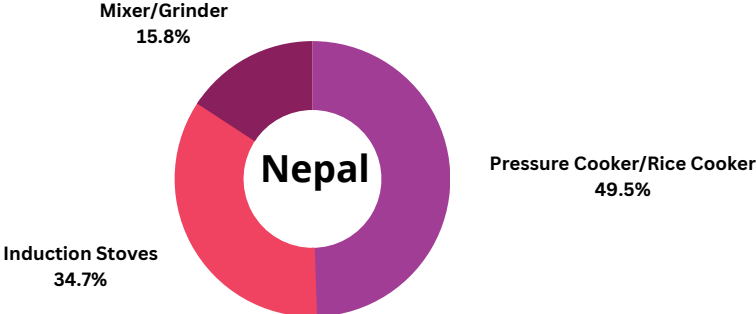
Survey Statistics

Total Data set



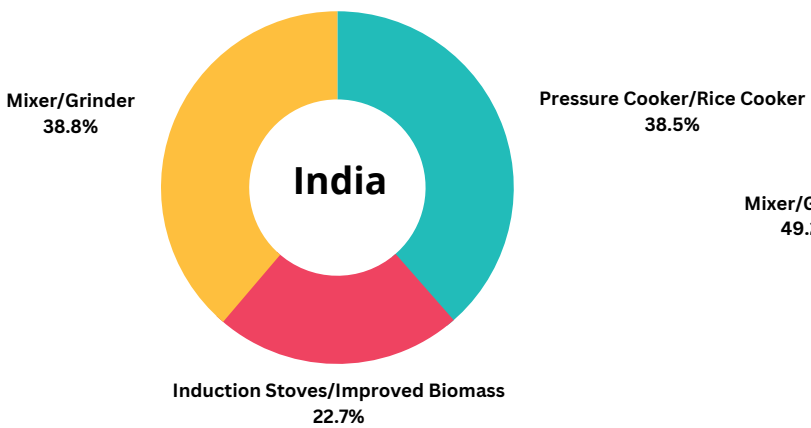
Total: 358

Survey Completed



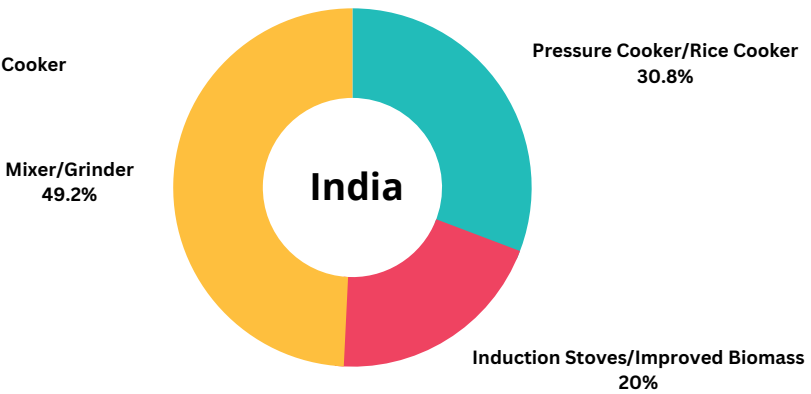
Total: 95

Total Data set



Total: 402

Survey Completed



Total: 130

In Nepal, we surveyed 95 out of 358 customers, and in India, we surveyed 130 out of 402 customers.

The detailed breakdown of the survey for Nepal and for India.



Regional Breakdown

Nepal

| Area of operation | Pressure Cooker/Rice Cooker | Induction | Mixer/Grinder | Total |
|-------------------|-----------------------------|-----------|---------------|-------|
| Chitwan | 9 | 2 | 3 | 14 |
| Bardiya | 12 | 4 | 8 | 24 |
| Kailali | 26 | 27 | 4 | 57 |
| Total | 47 | 33 | 15 | 95 |

India

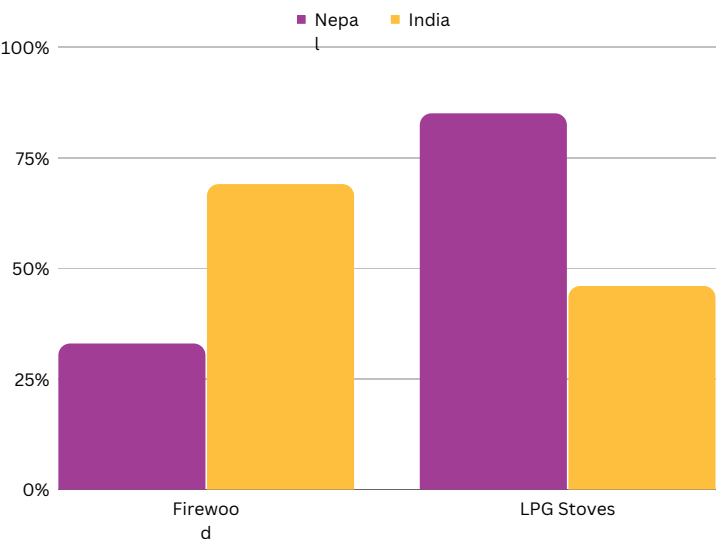
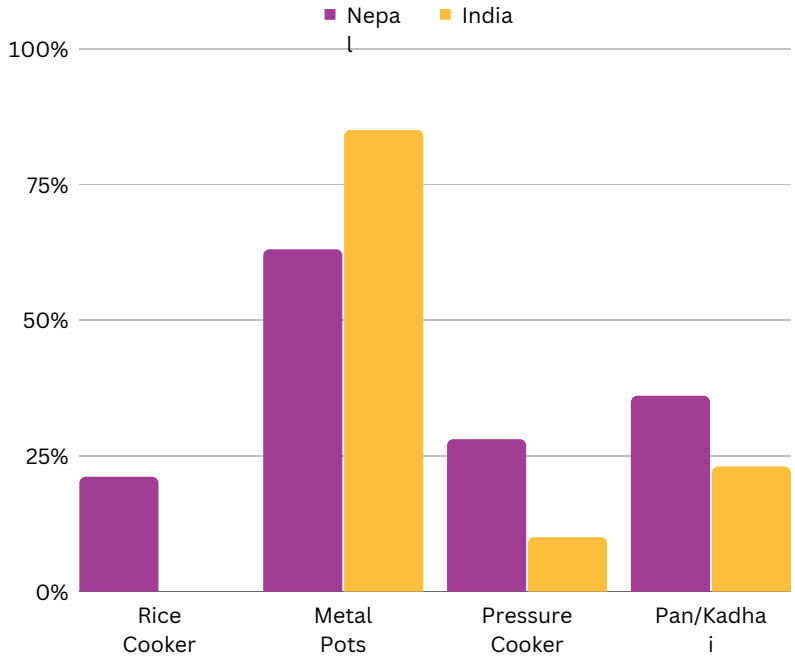
| Area of operation | Pressure Cooker/Rice Cooker | Induction/ Improved Biomass | Mixer/Grinder | Total |
|-------------------|-----------------------------|-----------------------------|---------------|-------|
| Kanpur | 1 | - | - | 1 |
| Hosadurga | - | - | 1 | 1 |
| Hyderabad | 5 | 1 | 3 | 9 |
| Taki | - | - | 3 | 3 |
| Nigohi | 2 | 2 | 1 | 5 |
| Lucknow | 5 | - | 1 | 6 |
| Kolkat | 3 | 2 | 7 | 12 |
| Bangalore | 3 | 4 | 15 | 22 |
| Tumkur | 21 | 17 | 33 | 71 |
| Total | 40 | 26 | 64 | 130 |



Devices used before

Pressure Cooker/Rice Cooker

Before using Pressure Cooker/Rice Cooker, most customers were using metallic pots such as Aluminium pots, Steel Pots or Kasaudi in both the countries. Some users were also found to be using pressure cooker or rice cooker only before buying our products.

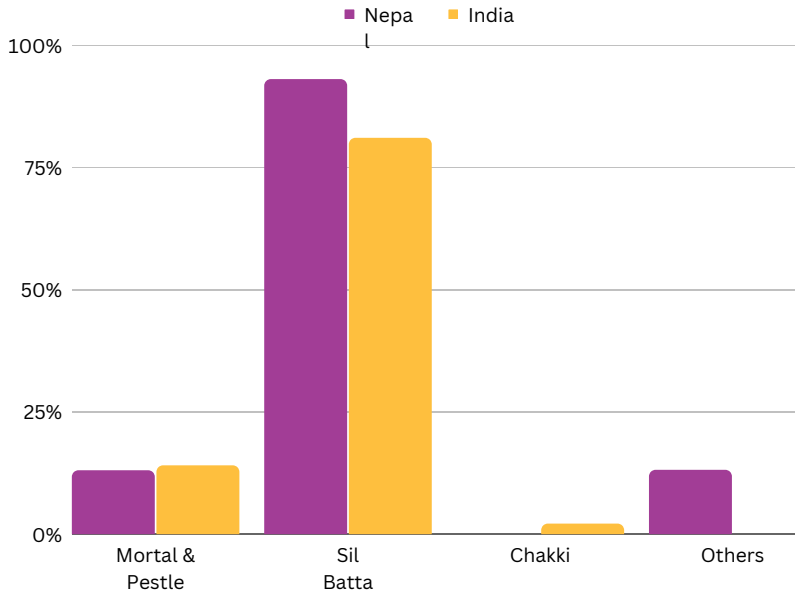


Induction/Improved Biomass

Before using induction/improved bio-mass stoves most of the customers in Nepal used LPG stoves whereas in India, most of the customers used firewood to cook food.

Mixer/Grinder

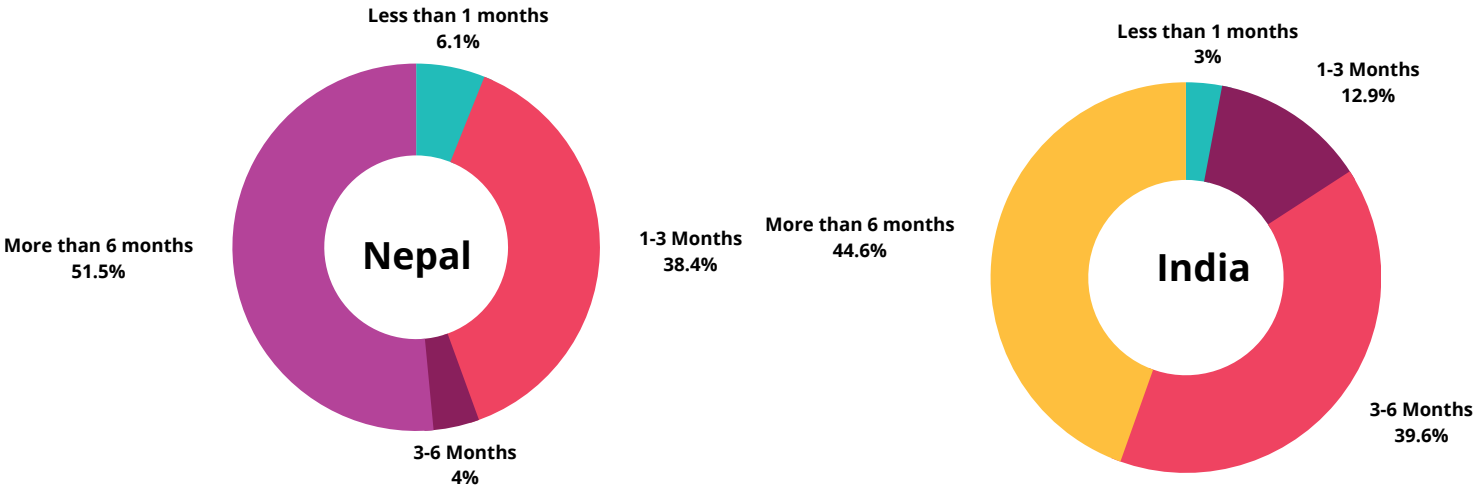
Before using Mixer/Grinder most of our customers used Sil Batta (Silauta in Nepali).



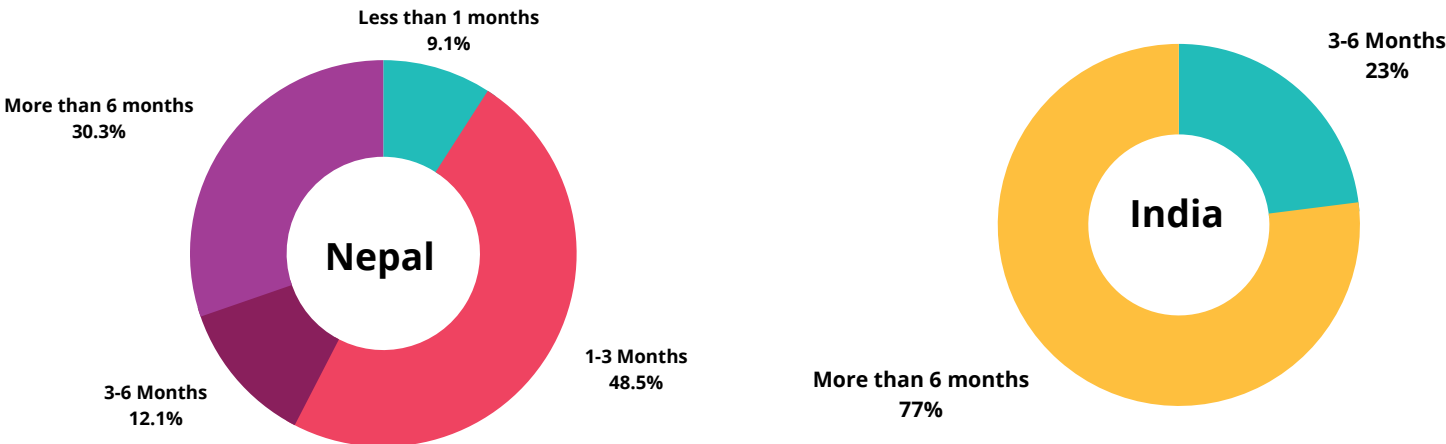


Purchase Timings

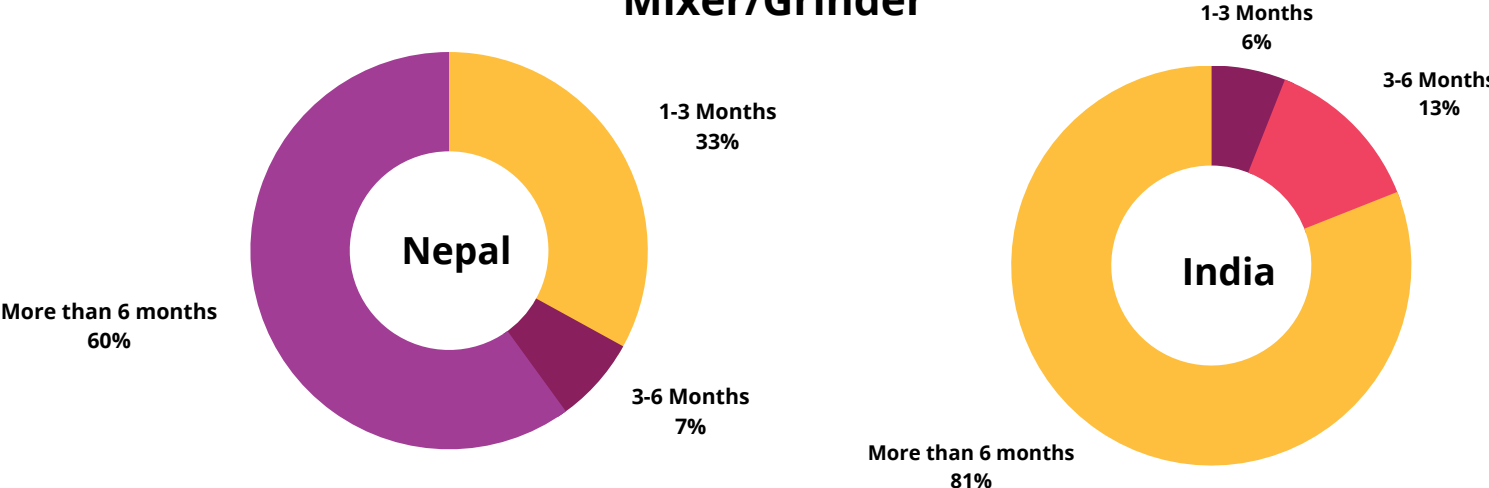
Pressure Cooker/Rice Cooker



Induction/Improved Biomass



Mixer/Grinder





Time saved

Per Meal

| Product | Nepal (Before) | Nepal (After) | Nepal (Time Saved) | India (Before) | India (After) | India (Time Saved) |
|-----------------------------|----------------|---------------|--------------------|----------------|---------------|--------------------|
| Pressure Cooker/Rice Cooker | 43.7 | 18.5 | 25.3 | 41.0 | 25.9 | 15.1 |
| Induction/Improved Biomass | 54.5 | 28.2 | 26.2 | 44.4 | 30.6 | 13.8 |
| Mixer/Grinder | 12.7 | 1.4 | 11.3 | 16.6 | 6.1 | 10.5 |

Time in minutes

Per Day

| Product | Nepal (Before) | Nepal (After) | Nepal (Time Saved) | India (Before) | India (After) | India (Time Saved) |
|-----------------------------|----------------|---------------|--------------------|----------------|---------------|--------------------|
| Pressure Cooker/Rice Cooker | 93.8 | 38.5 | 55.3 | 110.9 | 70.9 | 40.0 |
| Induction/Improved Biomass | 130.5 | 68.2 | 62.3 | 127.5 | 80.2 | 47.3 |
| Mixer/Grinder | 26.6 | 1.6 | 25.2 | 24.0 | 7.5 | 16.5 |

Time in minutes

% Saved per meal

In Nepal, the adoption of pressure cookers/rice cookers led to a 50% reduction in cooking time, while in India, the time saved was 34%.

The transition to induction/improved biomass stoves resulted in a 46% reduction in cooking time in Nepal and a 26% reduction in India.

Embracing mixer/grinder usage translated to an 87% reduction in cooking time in Nepal and a 56% reduction in India.

| Product | Nepal | India |
|-----------------------------|-------|-------|
| Pressure Cooker/Rice Cooker | 50% | 34% |
| Induction/Improved Biomass | 46% | 26% |
| Mixer/Grinder | 87% | 56% |



Time saved

Per Meal

| Product | Nepal (Before) | Nepal (After) | Nepal (Time Saved) | India (Before) | India (After) | India (Time Saved) |
|------------------|----------------|---------------|--------------------|----------------|---------------|--------------------|
| Pressure Cooker | 43 | 18 | 25 | 45 | 28 | 16 |
| Rice Cooker | 46 | 20 | 26 | 27 | 17 | 10 |
| Induction | 54.5 | 28.2 | 26.2 | 44 | 29 | 15 |
| Improved Biomass | NA | NA | NA | 45 | 32 | 13 |
| Mixer/Grinder | 12.7 | 1.4 | 11.3 | 16.6 | 6.1 | 10.5 |

Time in minutes

Per Day

| Product | Nepal (Before) | Nepal (After) | Nepal (Time Saved) | India (Before) | India (After) | India (Time Saved) |
|------------------|----------------|---------------|--------------------|----------------|---------------|--------------------|
| Pressure Cooker | 94 | 38 | 55 | 124 | 80 | 44 |
| Rice Cooker | 94 | 39 | 55 | 59 | 36 | 24 |
| Induction | 130.5 | 68.2 | 62.3 | 117 | 75 | 42 |
| Improved Biomass | NA | NA | NA | 135 | 84 | 51 |
| Mixer/Grinder | 26.6 | 1.6 | 25.2 | 24 | 7.5 | 16.5 |

Time in minutes

% Saved per meal

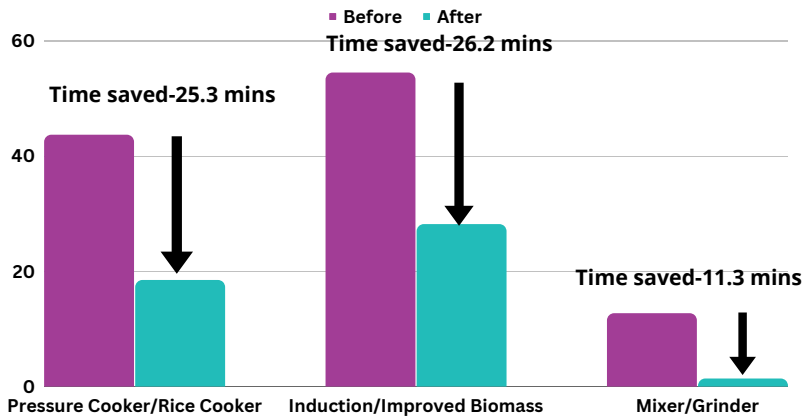
| Product | Nepal | India |
|------------------|-------|-------|
| Pressure Cooker | 51% | 36% |
| Rice Cooker | 49% | 28% |
| Induction | 46% | 24% |
| Improved Biomass | NA | 27% |
| Mixer/Grinder | 87% | 56% |



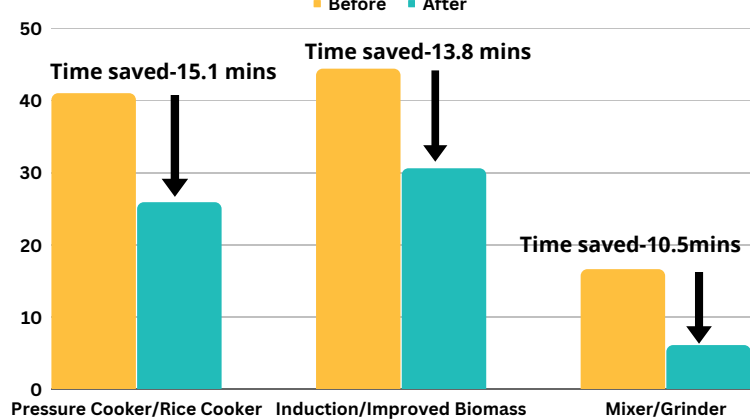
Time saved Charts

Nepal

Per Meal

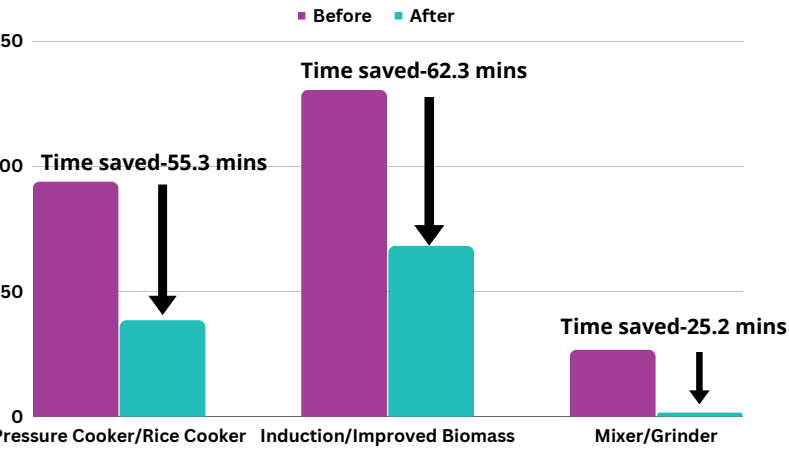


India

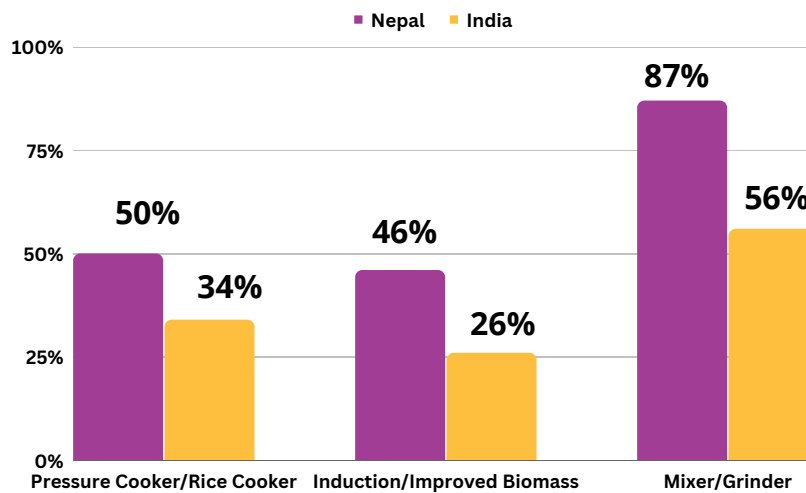
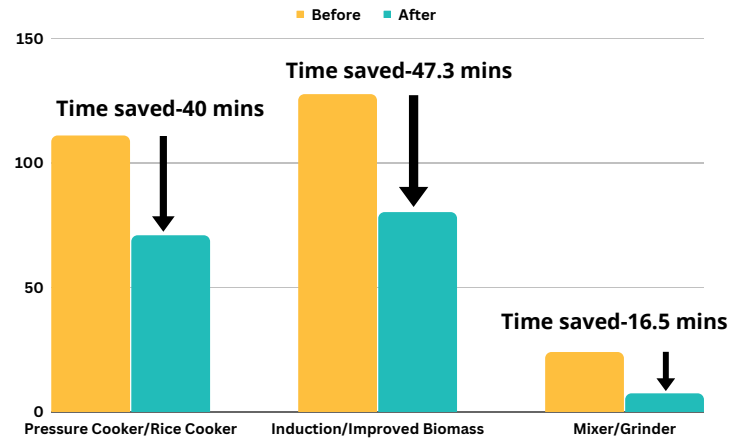


Nepal

Per Day



India





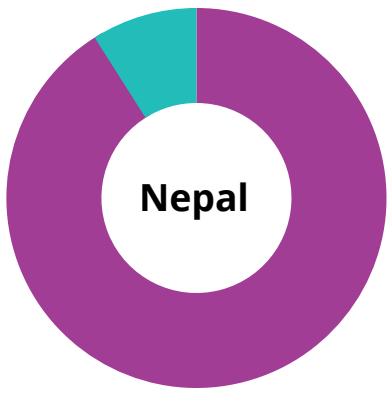
Reduction in usage of traditional equipments

Pressure Cooker/ Rice Cooker

Induction/ Improved Bio-mass stoves

Mixer/Grinder

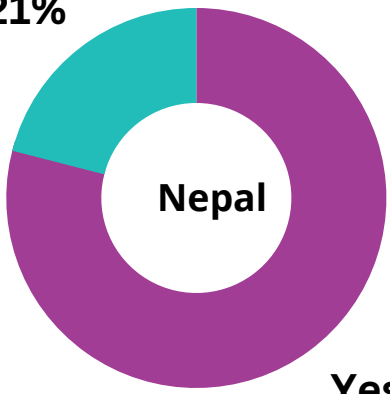
No
9%



Nepal

Yes
91%

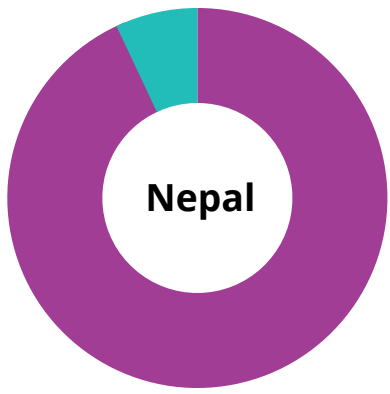
No
21%



Nepal

Yes
79%

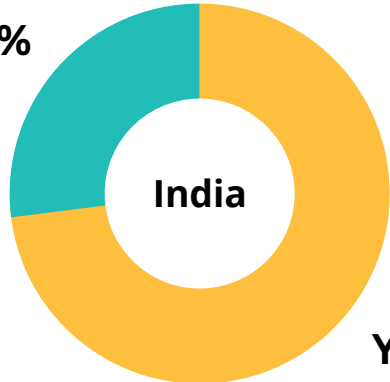
No
7%



Nepal

Yes
93%

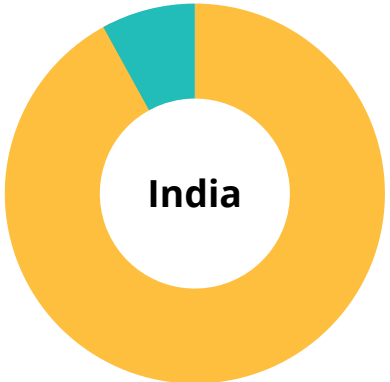
No
27%



India

Yes
73%

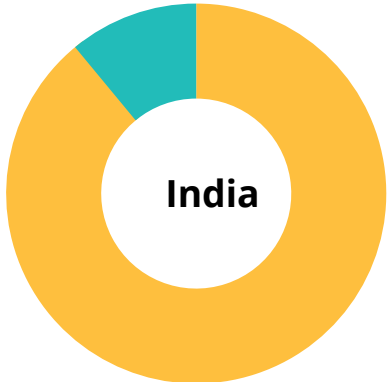
No
8%



India

Yes
92%

No
11%



India

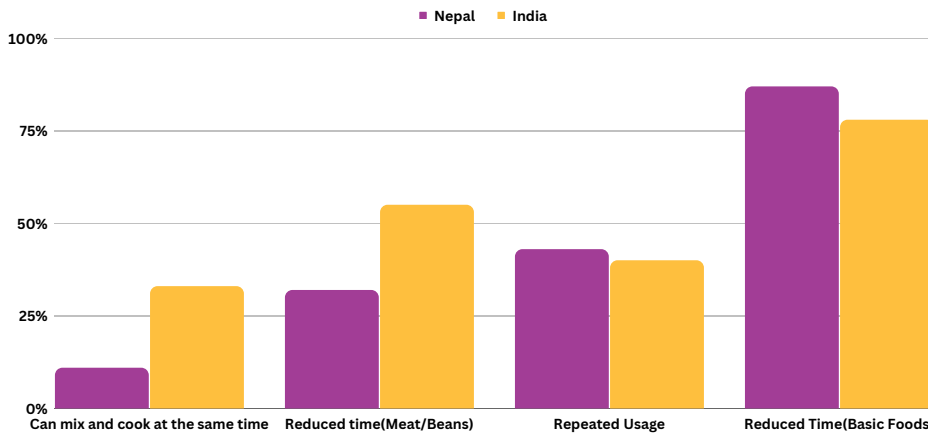
Yes
89%

In Nepal, a significant 91% of customers observed reduced frequency of using traditional equipment upon adopting pressure cookers/rice cookers, while for induction/biomass cook stoves, 79% experienced the same, and an impressive 93% saw diminished usage with mixer grinders. Similarly, in India, the figures stood at 73% for pressure cookers/rice cookers, 92% for induction/biomass cook stoves, and 89% for mixer grinders. These statistics vividly showcase the tangible impact of our products in altering consumption patterns, bringing efficiency and convenience to kitchens across both nations.



Benefits

Rice Cooker/Pressure Cooker



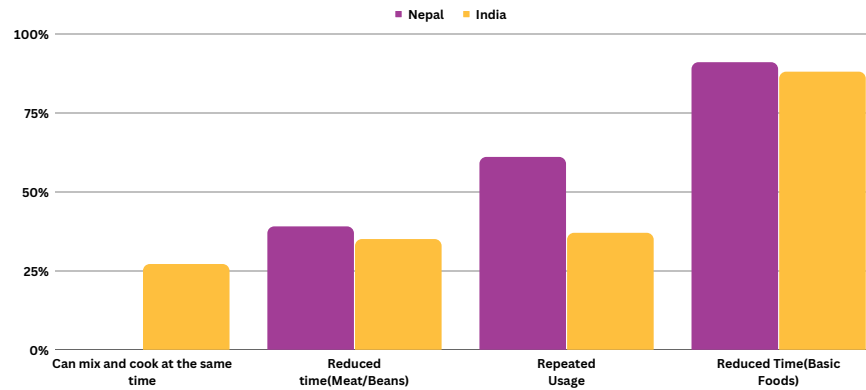
Other benefits:

- **Enhanced Ingredients:** Pressure cookers enhance ingredient adaptability for better flavor profiles.
- **Financial Advantage:** Reduced energy consumption in rice cookers leads to significant cost savings.

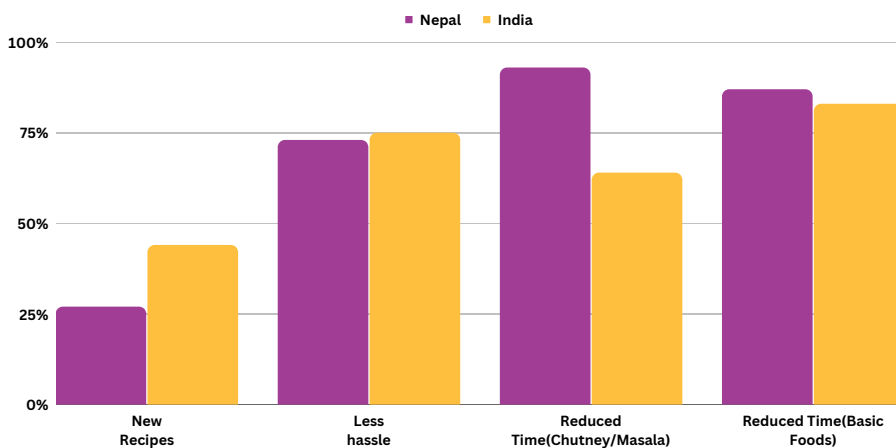
Induction Cooker/Improved Biomass Stoves

Other benefits:

- **Sustainable Cooking:** Induction stoves reduce environmental impact through energy efficiency.
- **Controlled Outcomes:** Precise temperature control ensures consistent and desired results in cooking.



Mixer/Grinder

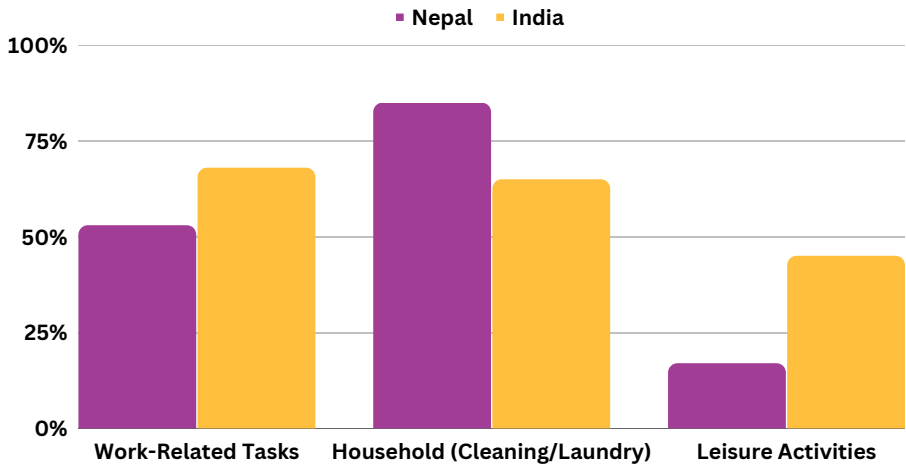


Other benefits:

- **Culinary Creativity:** Mixer/grinders inspire culinary innovation and the creation of diverse recipes.
- **Ease of Food Preparation:** The appliance simplifies the process of preparing ingredients for various dishes.



Time Utilizations

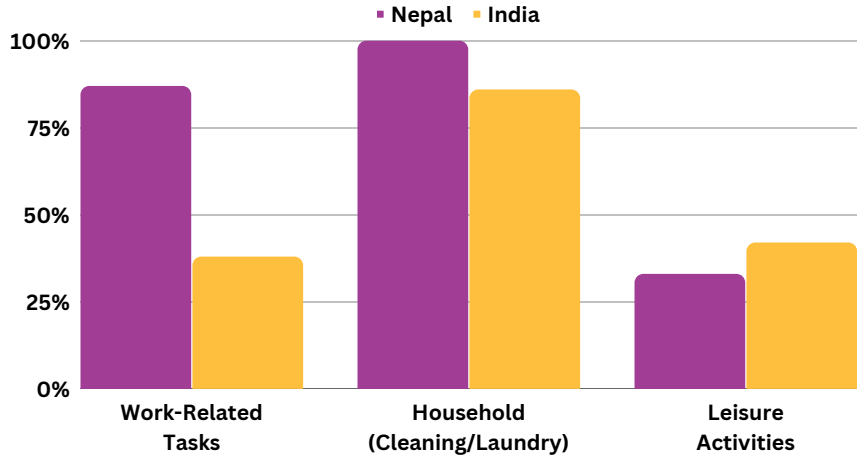
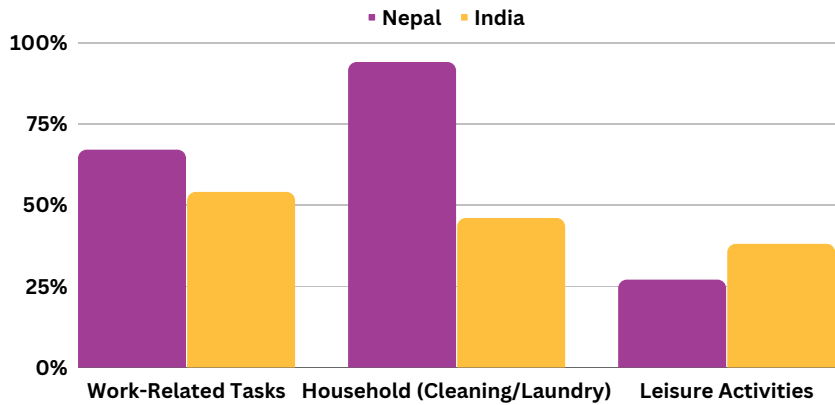


Pressure Cooker/ Rice Cooker

Customers leveraged the saved time from cooking to pursue educational activities, explore income opportunities, and manage personal development goals.

Induction/ Improved Bio-mas

Apart from routine tasks, the extra time was used for pursuing personal interests, managing additional responsibilities, and achieving a better work-life balance.



Mixer/Grinder

Incorporating the saved time, users indulged in experimenting with new recipes, enhancing culinary skills, and enjoying diverse meal options.



Challenges faced by customers

Challenges faced by customers while using our products were largely similar in both Nepal and India. While most users enjoyed smooth experiences, a small segment encountered specific challenges with our induction/improved biomass cookstoves, pressure cookers/rice cookers, and mixer/grinders. Addressing these issues is a priority to enhance product performance and user convenience across the regions we serve.

Pressure Cooker/Rice Cooker:

- **Rubber and Whistle Issues:** Some users faced problems with the rubber seal or whistle, which were found to be less durable.
- **Electrical Problems and Damage:** Instances of electrical issues and damage due to water exposure were reported, especially in regions with no electricity.
- **Switch and Burning Issues:** Challenges with the cooker's switch and occasional burning were noted.

Induction/Improved Biomass Cookstoves:

- **High Electricity Charges:** Some users encountered higher electricity expenses when using induction cookers compared to other methods.
- **Cooking Preference and Adaptation:** Adapting to the cooking style and temperature control of induction cookers posed challenges, particularly for those accustomed to traditional methods.
- **Electrical Dependence and Power Outages:** Customers in areas with frequent power outages faced difficulties due to their reliance on electricity.

Mixer/Grinder:

- **Broken Parts and Damaged Box:** Some users reported broken parts and packaging damage during delivery.
- **Heating Issues and Limitations:** A user mentioned heating problems, with the mixer/grinder heating quickly and limiting its capacity for larger quantities.

Nepal Specific: Power Outages - Users in Nepal faced specific challenges related to power outages, impacting the usage of certain products, particularly induction cookers.

Most of the As we continue to improve our products, these insights guide us in enhancing our offerings to cater to the unique needs of customers in both Nepal and India.



Satisfaction with the time saved

Pressure Cooker/ Rice Cooker



4.73

In Nepal, customers have rated our pressure cookers and rice cookers with an average satisfaction score of 4.73, highlighting their strong approval of the time-saving benefits offered.



4.36

Similarly, in India, customers have provided a commendable average rating of 4.36 for these products, showcasing their contentment with the efficiency gains.

Induction/ Improved Bio-mass stoves



4.74

Transitioning to induction stoves, customers in Nepal have expressed high satisfaction, awarding them an impressive average rating of 4.74, underlining the considerable time-saving advantages.



4.39

In India, the satisfaction remains notable with an average rating of 4.39 for both induction stoves and improved biomass stoves, indicating customers' recognition of the time-efficient nature of these products.

Mixer/Grinder



4.93

Furthermore, our mixer/grinders have garnered exceptional approval in Nepal, boasting an average rating of 4.93, a testament to the significant time-saving benefits they provide.



4.48

Similarly, in India, customers have rated our mixer/grinders with an average score of 4.48, highlighting their appreciation for the efficiency gains offered by these products.

These ratings collectively underscore the tangible impact our products have on time management and customer satisfaction in both Nepal and India.



Key Survey Findings

Time Saved

Pressure Cooker/Rice Cooker:

- Before using these appliances, customers commonly used metallic pots like aluminum, steel, and brass for cooking.
- After adopting pressure cookers/rice cookers, customers in Nepal saved 25 minutes per meal, reducing their cooking time by 50%. In India, the time saved was 15 minutes per meal, resulting in a 34% time reduction.
- In Nepal, customers saved 55.5 minutes per day, while in India, the daily time saved was 40 minutes.

Induction/Improved Biomass Cook Stoves:

- Before using these appliances, customers in Nepal primarily used LPG stoves, while those in India used firewood.
- After switching to induction or improved biomass stoves, customers in Nepal saved 26 minutes per meal, which is a 46% reduction in cooking time. In India, the time saved was 14 minutes per meal, leading to a 26% time reduction.
- In Nepal, customers saved 62 minutes per day, while in India, the daily time saved was 47 minutes.

Mixer/Grinder:

- Before the adoption of mixer/grinder, customers commonly used traditional tools like the Sil Batta (Stone grinder).
- After introducing mixer/grinder, customers in Nepal saved more than 11 minutes per meal, amounting to an 87% reduction in cooking time. In India, the time saved was 10.5 minutes per meal, resulting in a 56% time reduction.
- In Nepal, customers saved 25 minutes per day, while in India, the daily time saved was 16 minutes.

Benefits

- The majority of users in both countries discovered that our products had a positive impact on their lives. Our products provided them with convenience and saved them a significant amount of time.
- The time they saved was predominantly used for household chores or allocated to work-related tasks.
- Overall, most of the customers stopped using or have significantly reduce the frequency of use of the traditional devices.
- Most of our customers are highly satisfied with the time saving aspect of the product.



Recommendations and feedbacks

Recommendations for the internal team

- **Data Accuracy and Collaboration:** Ensure accurate customer data collection by closely collaborating with the field team. Maintain updated contact details and streamline communication for effective engagement.
- **Strategic Marketing Messaging:** Utilize customer feedback and benefits expressed to shape impactful marketing strategies. Provide Suryamukhis with content highlighting advantages for effective sales interactions.
- **Engage Suryamukhis for Insights:** Foster regular communication with Suryamukhis to motivate consistent customer feedback collection. Empower them to contribute insights that inform improvements and enhance product performance.

Recommendations for the internal team

- **Collect Accurate Data Together:** Work as a team—Suryamukhis, Area Managers (AMs), and Field Mobilizers (FMs)—to gather precise customer information. Keep customer details up-to-date for better communication.
- **Talk About Benefits:** Everyone plays a role—Suryamukhis, AMs, and FMs—to talk about how Pollinate Group products help customers save time. Share stories that show how products make life easier during sales.
- **Listen to Customers:** Stay connected—Suryamukhis, AMs, and FMs—to hear what customers say. Regularly share what you hear with higher-ups so we can keep making products better.

Summary and Conclusion

This research aimed to unveil the transformative impact of Pollinate Group's time-saving products on marginalized communities across India and Nepal. The mission was to assess the extent to which these products empower users, both in terms of time savings and overall well-being. Secondary data lacked comprehensive insights specific to our products' impact on time savings. Since existing research was scarce, relying solely on secondary data would not provide accurate and relevant results. The survey focused on understanding the time-saving effects of Pollinate Group's products, including pressure cookers, rice cookers, induction stoves, improved biomass cook stoves, and mixer/grinders. In both countries, customers experienced a significant amount of time saved in each of those products. Customers harnessed the saved time for educational pursuits, income generation, personal growth, and striking a better work-life balance. This time-saving aspect has brought about transformative empowerment, freeing individuals from the constraints of traditional cooking methods. During the research, we encountered challenges such as missing customer data and non-responsiveness. To address this, we propose collaborative efforts between field teams and the office for better data collection and engagement with customers.

To sum up, our research offers a clear view of how our efforts bring positive changes. This insight helps us refine our solutions for the people we support. By grasping the real benefits and time saved, we're ready to enhance our commitment to making things better. This newfound understanding empowers us to continue improving lives and building a brighter future.