

EHB Real Example Week 4

GOBARdhan: (Galvanizing Organic Bio-Agro Resources Scheme)

Real Example on collective action with social incentives from Rural India

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Promoting circular economy by promoting cow dung as a valuable resource through Collective Action

- The name **GOBAR + Dhan** i.e. '**Value from Cow Dung**' like other schemes in India is a play on a mythical mountain from a religious hindu epic for high program recall value.
- **Action-Led Approach:** GOBARdhan **builds the potential of Biogas as clean fuel** by supporting villages in effectively managing their cattle and biodegradable waste through community collective action
- By funding a biogas plant set-up, the government provides an indirect initiative for clean villages, curbing vector-borne diseases and **effective disposal of waste** under the Swachh Bharat Abhiyan (Rural) and **reduces the risk of a investment.**
- The scheme aims to double the income of farmers using two paths - offering a price for the animal dung & solid farm waste and reduction in cost of energy through the use of biogas.



Manages waste

Helps manage the major solid waste in villages, i.e, cattle dung, and promotes environmental sanitation



Protects health

Substantially reduces the incidence of vector-borne diseases and promotes public health



Increases employment

Promotes employment and income generation opportunities for SHGs/ farmers groups



Generates organic manure

Helps generate organic manure, which boosts agriculture and farm productivity



Improves savings


Promotes household income and savings as the use of biogas as fuel will cut down the LPG cost

Key benefits highlights the objective clearly through lens of **Comfort, Growth, Cleanliness and Convenience** under the scheme (Source: [Brochure](#))

Behavioral Strengths

GOBARdhan

Powering Udiyara GP with Clean Fuel!



The 60 cubic meter GOBARdhan biogas plant, with a capacity of processing 2000kg/day cowdung is providing cooking gas to around 25-30 families.

Contribution to greater good: One of the key statement by the Prime Minister associated with this program was “Vikas tab hoga jab jan andolan banega” (A peoples’ movement will foster development), building a strong value base for Community action.

गोबरधन

गोपालगंज, बिहार में स्वच्छ भारत मिशन ग्रामीण के अंतर्गत स्थापित बायोगैस प्लांट की विशेषताएं

60 क्यूबिक मीटर प्रतिदिन बायोगैस की क्षमता

नवोदय विद्यालय के 400 छात्रों को खाना पकाने के लिए बायोगैस की आपूर्ति



Showcasing Tangible Benefits: The graphic on the left highlights ‘400 female students used the Biogas to get daily meals at school’; making the benefits salient and affecting their beliefs. It further reduces the risk perception to see other district taking this action and gives positive economic signal.

GOBARdhan

Biogas plant installed in Dakshin Kannada, Karnataka under SBM-G



Capacity: 60 CuM/day

Slurry used by beneficiaries in their farms

Sep 18, 2023 2:23:04 PM
Noochila
Mysore Division

Social Influence through Competition: SBM has frequently highlighted the progress of the mission showcasing transparency. This also builds social pressure through City/state level friendly competitions, awarding awards for achieving the goal in time.

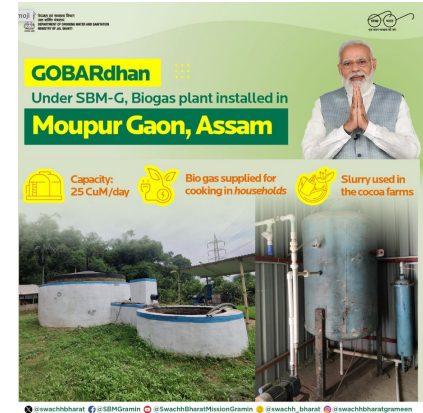
Behavioral Weaknesses



Messenger & Imagery: In some spaces, the political influence comes is more upfront as the number of registrations put the ruling party in a good light. This could help due to the trustworthiness of the messenger but reduces the relatability of the beneficiary.



Registration Barriers: The scheme has a complex sign-up process through a portal, there needs to be more information on the ease with one can register on the program and the opportunity cost of the same.



Incentives Structure: Most of the incentives are targeted towards the initiation of the Biogas plant without plans for retention. It is key for the scheme to focus on follow-ups and identify the challenges faced in running the plant.



Policy Recommendations

- Conducting a study to evaluate challenges that arise once the plant is used regularly. Post the study, build in a follow-up mechanism to check and **incentivize people to keep utilising the plant for clean energy.**
- They have taken a good step in highlighting tangible benefits, they can build on this social influence by sharing **more personal stories** about using the BioGas set-up at a Gram Panchayat or individual level.
- The program provides instruction on registering for this scheme in detail, there is room for improvement in making the process more convenient by **providing meaningful reference points** and removing biases around government funding.
- The scheme can further **highlight the convenience** of the program by specifying that post the funding to build the set-up, the only other material needed to run this plant is at their home (Cow dung, vegetable waste etc.)



Thank You

For more details on the scheme, you can refer to: <https://gobardhan.co.in/about-us>