

"Sustainable Solutions For A Healthier Future"



PILOTING 500 ELECTRIC PRESSURE COOKERS IN DAR ES SALAAM, Final Project Report

BAJETI ECO SOLUTIONS LTD



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Executive Summary

This report presents the results, lessons learned, and strategic implications of a pilot project implemented by Bajeti Eco Solutions in collaboration with Modern Energy Cooking Services (MECS). The core purpose of the project was to supply and pilot the deployment of over 500 electric pressure cookers (EPCs) in Dar es Salaam over a 10 month period, while generating practical learning to support the broader transition to modern energy cooking solutions in Tanzania.

The project focused on testing market readiness, identifying viable customer segments, validating go-to-market strategies, and creating awareness of EPCs as efficient, clean, and time-saving cooking technologies. While Dar es Salaam served as the primary implementation area, the project also extended outreach, demonstrations, and learning to Moshi, Kariakoo, and through cross-border exposure in Kenya.

A mixed implementation approach was adopted, combining live demonstrations, digital marketing, influencer partnerships, and strategic collaborations with financial institutions, telecom operators, women empowerment initiatives, and sports associations. Over 500 individuals were directly engaged through in-person demonstrations, while thousands more were reached through social media campaigns on Instagram and TikTok.

Key findings indicate strong interest and positive perception of EPCs among women, particularly within organized savings groups (VICOBA). However, affordability constraints, access to stable electricity, and informal operating environments remain major barriers to large-scale adoption. Despite economic and geopolitical challenges that slowed purchasing decisions towards end of the project period, the initiative successfully distributed just over 70 EPC units and generated valuable market intelligence to inform future scale-up.

1. Introduction

1.1 Project Purpose, Aims and Objectives

The primary purpose of this pilot project was to supply and deploy of over 500 electric pressure cookers (EPCs), with Dar es Salaam as the main focus area. The project aimed to test the commercial, social, and operational feasibility of EPC adoption while generating evidence to inform future scale-up on the transition to clean cooking energy in the country.

Specific objectives included:

- Increasing awareness of EPCs as modern, clean, and efficient cooking solutions.
- Demonstrating productivity, time, and cost savings for household and commercial users.
- Identifying priority customer segments and viable use cases.
- Testing flexible payment and financing mechanisms to address affordability barriers.
- Building partnerships to support sustainable market development.

1.2 Background and Country Context

Tanzania's cooking energy sector remains heavily reliant on biomass fuels such as charcoal and firewood, with an increasing uptake on the use of gas particularly among low- and middle-income households and small food businesses. This reliance has significant implications for health, environmental sustainability, and household economics, disproportionately affecting women.

At the same time, increased electricity access, mobile money penetration, and national clean cooking initiatives are creating new opportunities for electric cooking solutions. This project was implemented within this evolving context to test practical market entry points and adoption pathways for EPCs in urban and peri-urban settings, primarily in Dar es Salaam, while drawing comparative insights from Moshi, Kariakoo, and Kenya.

Dar es Salaam is a highly populated region in Tanzania with more than 6m people and a range of social and economic activities. Studies indicated that more than 60% of charcoal produced in the country is used in Dar es Salaam

Bajeti as a startup company beginning operations July 2024, Bajeti Eco Solutions is an innovative company dedicated to addressing environmental and health challenges through the promotion of clean cooking solutions. By providing affordable, efficient,



and eco-friendly cooking technologies, we empower communities and contribute to a healthier, more sustainable future. Our mission aligns with global efforts to transition toward renewable energy and reduce carbon emissions, ensuring safe and modern cooking solutions for every household. Being new player in the eCooking sector initially beginning with the distribution of improved cooking stoves (ICS) it has now designed a pilot project under Jiko Fanisi la Umeme seed fund capital to pilot distribution of more than 500 Electric pressure cookers (EPC) in Dar es Salaam. Its implementation will be in line with the company's goals supporting SDGs 3,7 and 13 which are directly related to the objectives of this project.



2. Methodology

2.1 Overall

The project adopted a market-based, learning-by-doing methodology that emphasized direct engagement with potential users. Live demonstrations, customer interaction, and iterative feedback were central to the approach. An important component of Bajeti Energies' market entry and outreach strategy also was the strategic utilization of existing customer databases and distribution networks from its sister company, Sanama Trading (T), and its subsidiaries, WIX Cosmetics and Manful Hair Grooming.

These subsidiaries operate established sales and agent networks, predominantly comprised of women vendors and small-scale retailers with deep reach into informal and semi-formal markets across Tanzania.

WIX Cosmetics, in particular, maintains a wide network of women agents who distribute cosmetic products directly to female consumers and micro-entrepreneurs. These agents are trusted intermediaries within their communities, often operating in markets and trading areas where formal retail infrastructure is limited.

Bajeti Energies leveraged this trust-based distribution model by onboarding selected WIX agents as EPC resellers, enabling them to expand their product offerings to include clean cooking appliances.

This approach allowed Bajeti Energies to rapidly extend its market presence into locations where it previously had limited or no direct operational footprint. By embedding EPCs into existing product portfolios, agents were able to introduce clean cooking solutions within familiar commercial relationships, reducing customer skepticism and shortening the sales cycle.

For many women consumers, the opportunity to learn about EPCs from a known and trusted cosmetics supplier increased confidence in the product and willingness to engage.

In addition to physical distribution, Bajeti Energies utilized digital communication channels already established by WIX. In several cases, agents' existing social media and messaging groups originally created for cosmetics and grooming product marketing were used to advertise EPCs, share product information, and respond to customer enquiries.

This approach enabled cost-effective demand creation and allowed Bajeti Energies to test messaging and pricing strategies within highly targeted audiences.

The integration of clean cooking products into existing subsidiary networks reflects a deliberate market systems approach that prioritizes efficiency, scalability, and local ownership. By building on established customer relationships and trusted sales channels, Bajeti Energies minimized duplication of effort, reduced market entry costs, and strengthened the commercial viability of EPC distribution. This strategy has since become a core pillar of Bajeti Energies' expansion model and will continue to inform future clean cooking interventions.

2.1 (a) How we raised awareness and reached our target customers?

Bajeti Energies employed a multi-channel awareness and outreach strategy designed to reach both urban and peri-urban target segments while reinforcing key messages around the benefits of clean cooking energy. Social media platforms—primarily Instagram and TikTok—were used as the primary awareness channels due to their strong penetration among the target demographic. Content was intentionally educational, focusing on the importance of transitioning to clean cooking energy, the health and environmental benefits of electric pressure cookers (EPCs), and practical step-by-step guidance on their correct usage. This included clear demonstrations of operational procedures as well as “do’s and don’ts” to build user confidence and reduce apprehension around adoption.

In parallel with digital engagement, Bajeti Energies conducted a series of physical outreach activities, including live cooking demonstrations and promotional events. These were organized in collaboration with cooking vendors, Village Community Banks (VICOBA), and organized youth groups. These events provided hands-on exposure to EPCs, allowing participants to observe and experience their practical application in real cooking scenarios. To further stimulate adoption, Bajeti Energies offered time-bound promotional pricing packages during these demonstrations. This combined approach of education, experiential learning, and financial incentives proved effective in increasing product awareness, trust, and conversion into actual sales.

2.1 (b) How did you encourage people to use the appliance?

To encourage sustained use and positive perception of EPCs, Bajeti Energies focused on culturally relevant and aspirational messaging that resonated with everyday cooking practices in Tanzania. Social media campaigns prominently showcased the preparation of attractive and familiar Tanzanian cuisines using EPCs, demonstrating that clean cooking technology is compatible with local food preferences and culinary traditions.

The campaign strategically engaged both male and female social media influencers

with audiences aligned to the target market. While acknowledging that women are predominantly responsible for cooking in most Tanzanian households, Bajeti Energies also recognized the influential role men often play in household purchasing and financing decisions. As such, the inclusion of male influencers was a deliberate strategy to encourage broader household buy-in.

Notably, content produced by a male influencer generated particularly strong engagement. This traction was attributed to his youthful following and the creative, relatable dishes he prepared using the EPC. The results reinforced the importance of inclusive messaging that addresses both users and decision-makers, as well as the value of positioning clean cooking appliances as modern, practical, and desirable household assets.

2.1 (c) How could people pay – what finance mechanisms did you use?

Bajeti Energies implemented flexible payment mechanisms to address affordability barriers, which were identified as a key constraint to adoption. Customers were offered two primary payment options. The first was a direct cash purchase, primarily utilized by clients who engaged organically through social media advertisements and digital marketing campaigns.

The second option was an installment-based payment model tailored specifically for women participating in VICOPA groups. Under this arrangement, customers paid an initial 50% deposit, with the remaining balance spread across four agreed installments. Formal agreements were signed with participants to ensure commitment and accountability. This financing mechanism significantly boosted sales volumes, as it directly addressed the capital limitations faced by many potential users.

Importantly, while willingness to adopt clean cooking technology was high, access to upfront capital emerged as the main barrier. By easing this constraint, Bajeti Energies enabled VICOPA members not only to adopt EPCs for personal use but also to position themselves as clean cooking ambassadors. Many participants expressed interest in becoming local agents and distributors, helping to extend product reach into communities that would otherwise be difficult for Bajeti Energies to penetrate through conventional distribution channels.

2.1 (d) What did you do about after-sales service – repair and maintenance?

Bajeti Energies placed strong emphasis on after-sales support as a critical component of customer satisfaction and long-term adoption. Following each sale, members of the Bajeti Energies team conducted follow-up calls with customers a few days after delivery. These calls were intended to confirm safe receipt of the product, assess initial user satisfaction, and identify any challenges related to installation or operation.

In a small number of cases, customers required additional guidance on proper EPC usage, which was promptly provided. In other instances, operational challenges were linked to household electrical outlets or voltage inconsistencies within kitchens. These issues were resolved through simple advisory support, such as recommending the use of alternative power sockets. Notably, there were no product returns recorded during the reporting period, indicating a high level of customer satisfaction and effective pre- and post-sales engagement.

2.2 Target Segments and Engagement Channels

Target groups included:

- Mamalishe and small-scale food vendors.
- Women's savings and credit groups (VICOBA).
- Three-star hotels and small hospitality establishments.
- Youth: 1st year university students
- Women empowerment and sports initiatives.
- Online audiences reached through social media platforms.

Mamalishe and Small-Scale Food Vendors

Mamalishe and small-scale food vendors were deliberately prioritized as a core target group due to their scale, frequency of operation, and heavy reliance on unclean cooking fuels. Collectively, they represent the largest segment of daily food vendors serving low- to middle-income consumers and are among the highest cumulative users of charcoal and other polluting energy sources when compared to formal food outlets. Supporting this segment therefore offered a high-impact opportunity to reduce emissions and improve health outcomes at scale.

Beyond their environmental footprint, these vendors operate as essential service providers within urban communities, cooking daily and often for extended hours. Facilitating their transition to clean cooking energy required not only awareness-raising but also targeted capacity-building to address operational concerns such as cooking speed, reliability, and cost efficiency. However, this group also has the lowest purchasing power, making affordability a critical constraint.

As part of the pilot, Bajeti Energies explored innovative financing pathways to support adoption among this segment, including attempted collaborations with telecommunications companies and financial institutions to offer micro-loans during demonstrations and exhibitions. These efforts highlighted a broader systemic challenge: the difficulty of securing guaranteed income streams from informal food vendors on a weekly or monthly basis, which limits lender appetite. While these financing partnerships could not be fully realized during the pilot, the engagement provided valuable learning and underscored the need for tailored financial instruments for informal enterprises in future scale-up phases.

Women's Savings and Credit Groups (VICOBA)

Women's savings and credit groups (VICOBA) were selected due to their collective purchasing capacity, established financial discipline, and strong social cohesion. At the same time, many of these groups had limited prior exposure to clean cooking technologies, presenting a significant opportunity for awareness creation and behavior change at the household and community levels.

Engagement with VICOBA groups enabled Bajeti Energies to address both knowledge gaps and affordability barriers simultaneously. By introducing EPCs within a trusted group setting, members were able to learn collectively, share experiences, and build confidence in the technology. Importantly, VICOBA members were also positioned as potential clean cooking ambassadors. Through this model, participants could generate supplementary income by acting as agents and distributors of EPCs within their respective business and residential areas, thereby extending market reach while reinforcing women's economic empowerment.

Three-Star Hotels and Small Hospitality Establishments

Three-star hotels and small hospitality establishments were targeted due to their continued reliance on charcoal as the primary cooking energy source, particularly in kitchens serving bed-and-breakfast operations. Despite their formal business status, many of these establishments have not yet transitioned to clean cooking technologies, largely due to legacy practices and limited exposure to viable alternatives.

Dar es Salaam hosts a large and growing number of such establishments, making this segment strategically important for aggregate impact. The objective was to support these businesses in upgrading their kitchen operations by introducing EPCs that could reduce cooking time, improve operational efficiency, and lower day-to-day fuel costs. Additionally, reducing reliance on charcoal aligns with broader environmental and urban air quality goals. Engagement with this segment demonstrated the potential for EPCs to serve not only as a clean energy solution but also as a productivity-enhancing appliance within small commercial kitchens.

Youth: First-Year University Students

First-year university students were identified as a strategic group due to their transitional life stage and openness to adopting new technologies. Students entering university and living on campus or in nearby hostels are typically provided with a fixed budget by their parents to purchase basic household appliances necessary for independent living. Given their preference for simplicity, convenience, and cost control, EPCs were well suited to their needs.

The pilot included live demonstrations and interactive cook-outs conducted at Bajeti Energies' offices, where students were given hands-on opportunities to cook with EPCs themselves. This experiential approach proved highly effective, generating enthusiasm and positive feedback. Beyond immediate adoption, engaging students



early in their independent living journey also served a longer-term objective: educating a new generation on the benefits of clean cooking energy and fostering early behavior change. Many students expressed excitement about the technology and interest in promoting it within their peer networks.

Women Empowerment and Sports Initiatives

Women empowerment and sports initiatives were integrated into the project to leverage cultural influence and visibility. Recognizing that women remain the primary cooks in most households, Bajeti Energies partnered with and sponsored a women's basketball team to create targeted content aimed at female audiences, particularly sports fans.

This initiative demonstrated the practical application of EPCs through the preparation of quick, nutritious, high-protein meals consumed by players after training sessions. The approach combined clean cooking advocacy with themes of health, performance, and empowerment, helping to reposition EPCs as modern, aspirational appliances aligned with active lifestyles. This strategy enabled Bajeti Energies to reach audiences beyond traditional household settings and engage women through relatable and inspiring role models.

Online Audiences Reached Through Social Media Platforms

Online audiences were identified as a critical target group due to the central role of social media in consumer attention and information dissemination. Platforms such as Instagram and TikTok provided scalable channels to reach diverse demographic segments, particularly urban youth, informal entrepreneurs, and first-time appliance buyers.

The objective extended beyond awareness creation to sustained audience growth, enabling repeated engagement and reinforcement of clean cooking messages. By consistently growing its social media presence, Bajeti Energies was able to expand reach, showcase real-world use cases, and drive both online and offline conversions. Social media also served as a feedback mechanism, allowing the team to refine messaging based on audience interaction and engagement patterns.

2.3 Geographic Coverage

While Dar es Salaam was the primary implementation area, selected outreach and learning activities were conducted in:

- Moshi
- Kariakoo
- Kenya (cross-border exposure and market learning)

Leveraging Existing Market Systems Through Sanama Trading (T)

A core strategic consideration underpinning the pilot was the deliberate integration of Bajeti Energies' clean cooking initiative with the existing market infrastructure of its sister company, Sanama Trading (T). Sanama Trading distributes cosmetic products through a wide network of women vendors and agents across Tanzania and neighboring markets, many of whom serve as trusted distributors within informal and semi-formal retail ecosystems.

These women vendors predominantly sell to female customers, positioning them as influential intermediaries within households where cooking decisions are largely made by women. By capitalizing on this established distribution and trust network, Bajeti Energies was able to reduce customer acquisition costs, accelerate market entry, and test clean cooking distribution models within already-functioning commercial systems rather than building parallel structures. This approach aligns with market-based development principles, emphasizing sustainability, scalability, and local ownership.

Moshi (Arusha Region)

Moshi was selected due to its role as a major commercial center within the Arusha region and its high concentration of Sanama Trading cosmetic product agents. The town hosts a vibrant informal and semi-formal business ecosystem, with many women vendors operating small retail outlets and serving both urban and peri-urban customers.

In Moshi, Bajeti Energies adopted a decentralized stock-holding strategy by working with selected Sanama Trading agents who were willing to incorporate EPCs into their existing product mix. These agents maintained limited stock within their shops, which significantly reduced transport and logistics costs for customers making enquiries from surrounding areas. This localized availability improved response times, lowered delivery costs, and increased customer confidence by enabling physical inspection of products prior to purchase. The approach demonstrated how EPCs can be embedded into existing retail micro-networks, particularly in secondary cities.

Kariakoo (Dar es Salaam)

Kariakoo was identified as a strategic priority due to its status as the primary commercial hub in Dar es Salaam and one of the highest footfall trading areas in the country. The market attracts a diverse customer base daily, including traders, food vendors, hospitality operators, and household consumers.

Importantly, Kariakoo also hosts a significant number of competitors offering substandard and often uncertified electric cooking appliances. This presented a unique opportunity for Bajeti Energies to differentiate itself on the basis of quality, durability, and consumer protection. Bajeti Energies positioned its EPCs as premium yet accessible products, emphasizing their one-year warranty, product safety standards, and after-sales support—features largely absent among competing products in this market.

The strategy in Kariakoo focused on visibility, trust-building, and value differentiation rather than price competition alone. Customers seeking reliable, long-term solutions responded positively to the assurance of warranty coverage and after-sales service, enabling Bajeti Energies to capture market share in a highly competitive environment.

Kenya

Kenya was included as a pilot extension market based on two reinforcing factors: the presence of Sanama Trading agents operating within the country and a growing number of inbound enquiries generated through social media platforms. These organic enquiries indicated cross-border demand and validated the relevance of Bajeti Energies' clean cooking proposition beyond Tanzania.

In response, Bajeti Energies ensured that limited stock was made readily available through existing agent networks to meet initial demand without incurring significant market entry costs. This approach allowed the company to test cross-border distribution feasibility, customer response, and logistical considerations while minimizing financial exposure. The Kenya engagement served as an early market signal for potential regional scale-up.

Dodoma and Zanzibar

In addition to the primary focus markets, Bajeti Energies maintained agents with smaller stock volumes in Dodoma and Zanzibar. These locations were selected to establish a national footprint and respond to sporadic demand without overextending inventory or logistics capacity during the project phase.

In Dodoma, the administrative capital, interest was driven by small businesses and households seeking modern energy solutions. In Zanzibar, demand reflected both household use and small hospitality applications. Maintaining limited stock in these areas allowed Bajeti Energies to test demand patterns and gather market intelligence to inform future expansion strategies.

2.4 Data Collection Methods

- Live EPC cooking demonstrations and trials.
- Group discussions and informal interviews.
- Observation of cooking practices and business operations on the ground in actual end user business environments.
- Social media analytics and influencer campaign monitoring.

2.5 Implementation Challenges

Challenges included electricity reliability in informal settings, price sensitivity, bureaucratic barriers in formal markets (local markets controlled by municipals, that have specific requirements to access their market), and external economic and geopolitical pressures that reduced consumer purchasing power.

3. Findings and Lessons Learned

The implementation of this project was characterized by an adaptive and learning-driven approach to market engagement. While the initial strategy prioritized direct cash sales targeting small-scale food vendors and informal businesses (bed and breakfast motels), early field experiences, customer feedback, and internal reflection revealed structural constraints that limited uptake within this segment. These challenges particularly related to affordability, income volatility, and infrastructure necessitated a strategic shift in both target markets and sales models.

In response, Bajeti Energies broadened its market focus to include women's savings and credit groups (VICOBA), university students, women cosmetic product agents, and other semi-formal consumer segments that demonstrated higher readiness for adoption. This shift was informed by continuous feedback gathered during demonstrations, focus group discussions, and internal brainstorming sessions, which highlighted both unmet demand and alternative pathways for accelerating adoption.

Concurrently, the sales strategy evolved from a predominantly cash-based model to one that incorporated flexible payment plans tailored to organized women's groups. Of the total 90 EPCs distributed during the project period, approximately **40% were sold through direct cash purchases**, primarily driven by organic demand generated through social media and walk-in enquiries. The remaining **60% were distributed through installment-based payment arrangements with women's groups**, many of whom subsequently became agents and ambassadors for clean cooking energy within their communities. This transition not only improved accessibility but also strengthened peer-led advocacy and localized distribution, shaping the project's overall impact and informing future scale-up strategies.

3.1 Market Interest and Perception

There was strong interest in clean cooking solutions across all engagement channels, particularly among women. VICOBA groups showed the highest readiness due to trust, peer learning, and collective financing potential, but we also discovered that there is a high interest in the youth who want to engage in environmental friendly cooking and also reduce their costs in cooking. We saw this mainly with first year university students who are aware of the ongoing climate change issues and want to be a part of the solution.

3.2 Affordability and Financing

Affordability emerged as the primary barrier to adoption. While EPC benefits were well understood after creating awareness and conducting events to demonstrate the true value in making the transition to clean cooking, upfront costs limited immediate uptake. Partnerships with financial institutions, telecom such as NMB Bank and Maendeleo Bank, Vodacom were critical in addressing this gap and still need to be actioned aggressively to bring faster results for the end users.

3.3 Social Media and Digital Impact

Social media played a major role in awareness creation and demand generation. Instagram and TikTok were used to share demonstrations, testimonials, and educational content, supported by influencer collaborations.

Instagram: [https: Bajeti Eco Solutions \(@bajeti_energies\)](https://www.instagram.com/bajeti_energies/) • [Instagram photos and videos](#)

TikTok hashtag: <https://www.tiktok.com/tag/bajetiepc>

3.4 1.1 Key Lessons Learned and Strategic Implications

The pilot project generated a set of critical lessons that have materially reshaped Bajeti Energies' strategic orientation, market approach, and long-term commitment to advancing the clean cooking agenda in Tanzania. These lessons are not only operational in nature but have informed a deeper understanding of market systems, consumer behavior, and the enabling conditions required for sustained adoption of electric cooking solutions.

3.5 Market Segmentation Is Essential

One of the most significant lessons from the project is that clean cooking adoption cannot be driven through a single, homogeneous market strategy. Initial assumptions that high-energy users—particularly small-scale food vendors—would naturally transition to EPCs proved only partially correct. While interest and willingness to adopt were present, economic and infrastructural constraints limited uptake.

As a result, Bajeti Energies has adopted a more granular market segmentation approach, distinguishing between:

- High-energy users with low purchasing power,
- Semi-formal entrepreneurs with moderate and predictable income,
- Organized groups with collective financial mechanisms, and
- Lifestyle-driven consumers influenced by convenience, speed, and modernity.

This refined segmentation now informs product positioning, pricing strategies, financing options, and outreach methods. It has allowed Bajeti Energies to allocate resources more efficiently and to prioritize segments where adoption potential and impact are most aligned.

3.6 Financing Options Must Be Embedded Early

The project clearly demonstrated that affordability rather than awareness—is the primary barrier to adoption among lower-income and informal market segments. Financing mechanisms cannot be treated as an add-on or post-launch feature; they

must be integrated into the intervention design from the outset.

Delayed availability of suitable financing options significantly constrained the pace of EPC uptake, despite strong interest. This learning has prompted Bajeti Energies to prioritize early-stage engagement with financial institutions, savings groups, and alternative credit models in future initiatives. The company is now actively exploring product designs, pricing structures, and partnerships that align with installment-based payment capabilities and collective purchasing models.

3.7 Women's Groups as Effective Entry Points (VICOBA Groups)

Women's savings and credit groups (VICOBA) emerged as one of the most effective and scalable entry points for clean cooking adoption. These groups combine purchasing power, peer accountability, and strong information-sharing networks, making them uniquely positioned to drive both uptake and advocacy.

Engagement with VICOBA groups revealed a high level of enthusiasm, openness to learning, and willingness to act as ambassadors for clean cooking energy within their communities. Importantly, these groups demonstrated the capacity to engage with structured payment arrangements and to support last-mile distribution through trusted peer networks.

As a result, Bajeti Energies has elevated women's groups from a secondary target audience to a core strategic partner in its clean cooking strategy.

3.8 Combining Physical and Digital Engagement Maximizes Reach and Depth

The project underscored the importance of blending digital outreach with in-person engagement. Social media platforms proved highly effective in generating awareness, interest, and initial enquiries at scale. However, conversion to actual use was significantly stronger when digital engagement was complemented by physical demonstrations and facilitated discussions.

In particular, focus group-style demonstrations involving 15–20 participants were found to be the most effective format. These sessions allowed for hands-on interaction, peer learning, direct feedback, and personalized guidance—factors that are critical for behavior change and technology adoption.

This insight has led Bajeti Energies to institutionalize small-group demonstrations as a standard engagement model, rather than relying solely on large-scale exhibitions or online campaigns.

3.9 Strategic Impact on Bajeti Energies' Direction and Commitment

Beyond operational lessons, this project has had a transformative impact on Bajeti Energies' organizational mindset and strategic clarity. It has enabled the company to

reach populations that were previously underserved or excluded due to structural, informational, or financial barriers. The project also strengthened Bajeti Energies' confidence in pursuing the clean cooking agenda as a long-term mission rather than a short-term commercial initiative.

Participation in workshops organized by Modern Energy Cooking Services (MECS) played a critical role in shaping this evolution. These engagements provided foundational knowledge, global perspectives, and exposure to best practices that informed Bajeti Energies' approach. Regular status meetings with the MECS team further reinforced strategic alignment, offered constructive challenge, and introduced alternative viewpoints that helped refine implementation decisions and strengthen execution confidence.

As a result of the steep learning curve experienced throughout the project, Bajeti Energies is now engaging its priority markets with greater precision, intentionality, and evidence-based planning. The company is firmly committed not only to continuing the supply and distribution of EPCs, but also to investing in the development of clean cooking energy solutions that directly address the specific constraints identified during the project particularly affordability, usability, and infrastructure compatibility.

This renewed focus positions Bajeti Energies to deliver higher customer satisfaction, improve adoption rates, and offer more context-appropriate solutions than many existing market alternatives. Equipped with practical field insights and strengthened partnerships, Bajeti Energies is now prepared to advance the clean cooking transition with increased scale, confidence, and impact.

4. Conclusion

This pilot project set out with an ambitious objective to distribute over 500 Electric Pressure Cookers (EPCs) in Dar es Salaam as a means of accelerating the transition to clean cooking energy among high-impact user groups. While this distribution target was not fully achieved within the project timeframe, the implementation process generated critical insights into market readiness, affordability constraints, infrastructure limitations, and the enabling conditions required for large-scale adoption of electric cooking technologies in the Tanzanian context.

The initial market focus on small-scale food vendors (commonly referred to as *Mama Ntilie* or *Mamalishe*) was strategically justified due to their high daily energy consumption and their cumulative environmental footprint. Field engagement through more than ten market visits and multiple live cooking demonstrations confirmed that these vendors are conceptually open to transitioning to electric cooking solutions. Many expressed interest in EPCs and acknowledged benefits related to cooking speed, cleanliness, and fuel cost predictability. However, adoption barriers emerged that

extended beyond awareness and perception.

The most significant limiting factor was low and inconsistent purchasing power. Many small food vendors operate on extremely thin margins, with estimated daily profits ranging between TZS 10,000 and TZS 25,000, and in some cases generating no net profit depending on daily operational costs. Under such conditions, even moderately priced appliances represent a substantial financial commitment. While willingness to adopt was present, the economic reality of this segment constrained their ability to convert interest into purchase decisions, particularly without accessible financing mechanisms.

A second major constraint was the limited readiness of financial institutions and mobile network operators to extend tailored financing solutions to this segment. Bajeti Eco Solutions engaged extensively with a leading telecommunications provider and held multiple discussions aimed at co-developing a flexible repayment model for small food vendors. Although there was strong institutional interest in supporting clean cooking initiatives, the lack of formal credit histories, irregular income flows, and low transaction traceability among many vendors increased perceived credit risk. As a result, financial institutions and telecom partners were unable to deploy consumer-friendly loan products within the project period, significantly slowing potential scale-up.

Infrastructure-related challenges further affected uptake, particularly inconsistent access to stable electricity in informal markets where many small vendors operate. In several locations, unreliable power supply reduced confidence in EPC usability as a primary cooking solution, reinforcing the need for complementary infrastructure planning when targeting informal food economies.

Midway through the project, strategic adaptations were made to refocus efforts toward market segments demonstrating higher readiness for adoption. These included women's savings and credit groups (VICOBA), university students, women cosmetic product agents, and other semi-formal entrepreneurs. This transition proved effective, with these groups showing stronger purchasing capacity, higher levels of engagement, and greater openness to installment-based payment models. Notably, women cosmetic agents leveraged existing customer networks to act as informal distributors, while VICOBA groups demonstrated collective commitment to adoption and peer accountability.

However, this strategic pivot occurred in the latter half of the project cycle. While the outcomes were positive, there was insufficient remaining time to scale distribution volumes to the originally targeted level of 500 EPCs within the project duration. Despite this, momentum continues beyond the formal project timeline, with ongoing orders, follow-up meetings, and after-sales engagement still taking place within VICOBA groups and agent networks.

External economic and contextual factors also influenced project performance. Periods of broader economic uncertainty and geopolitical developments affected household and small business spending behavior, contributing to delayed purchasing decisions and cautious financial commitments during the implementation period.

Overall, the project confirms that Electric Pressure Cookers represent a viable and desirable modern energy cooking solution for Tanzania when supported by appropriate financing structures, strategic partnerships, and sustained consumer engagement. While the initial distribution target was not met, the project successfully validated demand, identified critical systemic barriers, and refined scalable pathways for future expansion. The lessons generated provide a strong evidence base for subsequent phases, positioning Bajeti Eco Solutions and its partners to achieve significantly higher adoption rates in future interventions.

Nevertheless, the project achieved its core learning objectives and established a strong foundation for future scale-up. The distribution of just over 97 EPCs should be understood within the context of a pilot designed to generate evidence and refine strategy rather than maximize short-term sales. The support and response from different targeted markets within this report provides evidence of successfully achieving higher sales and outreach results in the year 2026.

5. Next Steps

Future activities will focus on:

A key lesson emerging from the pilot is that access to appropriate financing mechanisms is fundamental to accelerating the adoption of Electric Pressure Cookers (EPCs), particularly among low- and middle-income users and semi-formal entrepreneurs. While awareness and willingness to adopt clean cooking technologies were generally high, upfront capital requirements remained the most significant barrier to conversion.

In response, Bajeti Energies introduced flexible payment plans specifically tailored to women's savings and credit groups (VICOBA), recognizing their collective purchasing power, internal accountability structures, and demonstrated commitment to clean cooking adoption. Under this model, customers are required to make an initial down payment equivalent to approximately 40–50% of the EPC's total value, with the remaining balance paid over four (4) weekly installments. This approach balances affordability for end users with risk management for the supplier, ensuring continued product flow while maintaining financial sustainability.

The VICOBA-based payment model has proven particularly effective due to the groups' existing governance structures, peer monitoring, and shared financial

responsibility. These characteristics significantly reduce default risk and enable members to support one another in meeting repayment obligations. Beyond facilitating individual purchases, this model has also positioned VICOBA members as clean cooking ambassadors and informal agents within their communities, further amplifying outreach and adoption.

In parallel, Bajeti Energies is actively engaging with formal financial institutions to develop structured financing models targeting salaried employees, beginning with the banking sector. Under this approach, banks act as both financiers and institutional champions of clean cooking by promoting EPC adoption among their own staff. This model leverages predictable income streams, payroll-based repayment mechanisms, and institutional endorsement to lower credit risk and increase uptake.

The staff-focused financing model is intended to serve as a proof of concept, with successful implementation informing subsequent roll-out to other private sector employers. By anchoring EPC financing within formal employment structures, Bajeti Energies aims to establish a scalable and replicable pathway for clean cooking adoption among middle-income households.

The initial implementation of this strategy is planned to run over an eight-month period in 2026, during which Bajeti Energies will monitor uptake rates, repayment performance, and user satisfaction. Insights from this phase will inform further refinement of financing products and support broader engagement with employers, financial institutions, and development partners.

Collectively, these expanded financing and flexible payment models reflect Bajeti Energies' commitment to addressing affordability barriers through market-aligned, context-specific solutions that enhance both access and long-term sustainability of clean cooking technologies.

- Expanding financing options and flexible payment models.
- Scaling partnerships with financial institutions, telecoms, and women-oriented retailers.
- Entering the corporate market through CSR initiatives.
- Engaging government institutions aligned with clean cooking and local content policies.
- Pursuing additional funding to scale supply toward and beyond the initial 500 EPC Target through potential strategic partners.

SOCIAL MEDIA IMPACT

Number of posts: 314 to 19/ 12/ 2025

Overview

Platform: Instagram

Goal: Clean energy awareness & EPC sales

Content Types: Posters, influencer videos, product videos Followers: 4,082
Following: 120

Number of posts: 314 to 19/ 12/ 2025

Performance Summary

Content Mix: Posters, influencer reels, EPC video demonstrations

Engagement Strength: Influencer collaborations and video posts

Visibility: Strong impressions from posters, strong reach from reels

Brand Positioning: We are seen as an active clean energy and EPC solutions provider

Insights

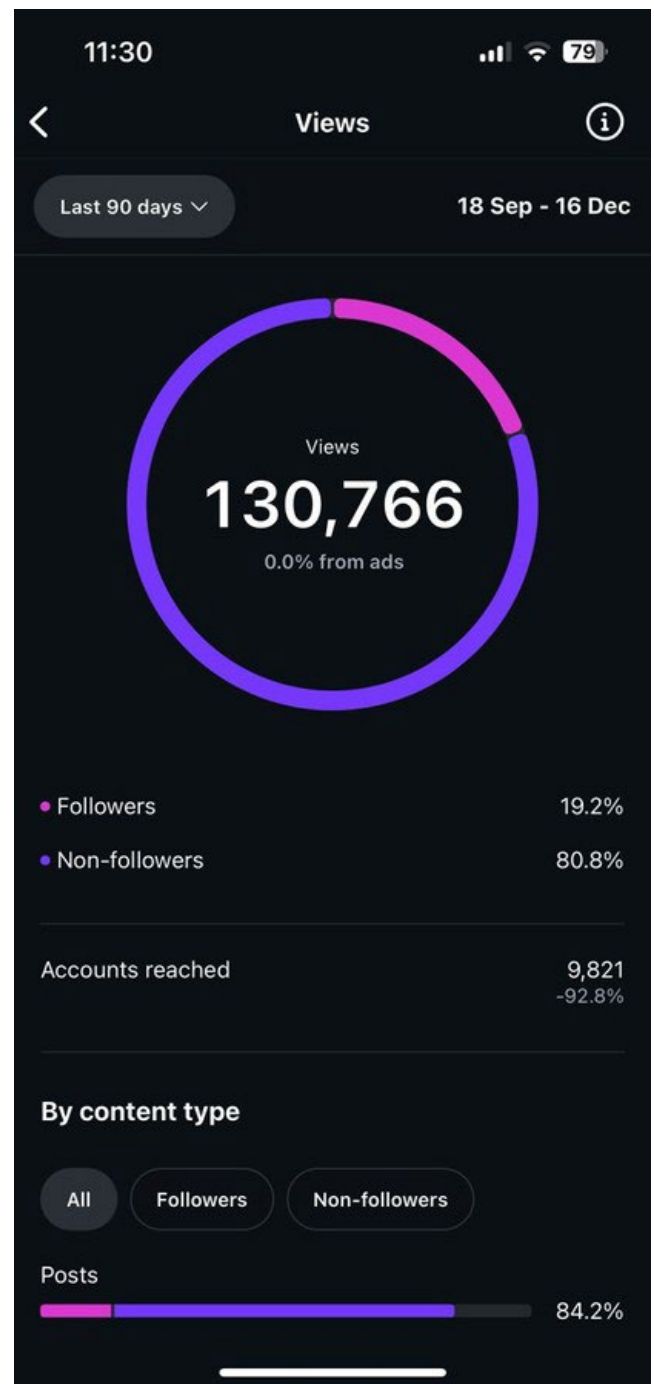
Posters: Highest impressions (awareness-focused)

Influencer Videos: Highest reach and discovery

EPC Demonstration Videos: Strong saves, shares, and engagement

Audience Type: Urban, 18–44, mixed gender, solar/clean-energy interested users

Insights



With **130,766 total views in 90 days** and **80.8% of that coming from non-followers**, it means our message is consistently being discovered by new people who had never interacted with the brand before. This is exactly what

we want for increasing public understanding of clean energy and stimulating EPC interest. Even with 0% ads, the reach is fully organic, proving that our posters, influencer videos, and product demos are performing well on their own and positioning Bajeti Energies as a visible, trusted leader in the clean-energy space

Our successes

- We reached 130,766 organic views in 90 days with no ads. Attracted a large non-follower audience, expanding brand visibility.
- Maintained strong content consistency with posters, videos, and influencers. Created high awareness for clean energy solutions.
- Demonstrated strong EPC capability through video content. Generated high engagement from informative and visual posts. Used influencer collaborations effectively to boost reach.
- Showcased real product usage, building trust and authenticity. Reached 9,821 accounts organically during the period.
- Built a growing community interested in clean, affordable energy.

Our next step in 2026

- Increase video production focused on EPC installations and client success stories.
- Strengthen influencer partnerships with clean-tech, lifestyle, and home-improvement creators.
- Introduce a monthly educational mini-series on clean energy benefits. Launch interactive content like Q&A reels, polls, and customer testimonials.
- Improve posting frequency to maintain consistent visibility.
- Highlight regional projects in Tanzania and Kenya to build local trust. Optimize captions with stronger calls-to-action for EPC inquiries.
- Expand into solar financing awareness to attract new market segments. Develop branded storytelling campaigns around sustainability and affordability.
- Team training on social media management.



As a locally owned company, Bajeti Eco Solutions is well positioned to support Tanzania's clean cooking transition while aligning with national development priorities.



6. Appendices

The appendices provide additional evidence demonstrating the reach and impact of the project, including images, event documentation, and digital engagement materials.

Appendix A – Project Activities and Demonstrations:

Kinara Wa Jiko (Women Day).

Date: 08/03/2025.

Location: Bajeti Office (Sinza Vatkan).

Participant Number:41.

Participant type: Food Vendors.



We conducted an integrated capacity building event at our office targeting food vendors, with the overarching goal of supporting their transition from traditional cooking methods to modern, clean cooking solutions. The sessions introduced Bajeti's clean cooking products and provided practical education on hygiene, proper use and maintenance of modern cooking equipment.

To strengthen safety and sustainability, we coordinated with a fire safety professional who delivered hands-on training on kitchen fire prevention in both traditional and modern cooking contexts. This included practical demonstrations on the correct use of different types of fire extinguishers. In addition, Mwanga Hakika

Bank provided financial literacy education on women focused savings accounts, highlighting access, benefits and long term financial inclusion. WIX contributed skin protection education and distributed free sunscreen to address occupational health risks related to prolonged exposure to heat during cooking.

The activity was informed by prior visits to vendors' workplaces, allowing the training to directly address real operational challenges faced in their daily cooking environments.

Outputs:

- Clean cooking products showcased to food vendors
- Training delivered on hygiene, equipment use and maintenance during cooking.
- Fire safety education conducted by a certified safety professional.
- Practical demonstrations on fire extinguisher use across different fire types.
- Financial literacy session on women's savings accounts delivered by Mwanga Hakika Bank.
- Occupational health education on skin protection, with free sunscreen distributed by WIX.
- Distribution of clean cooking related giveaways including aprons.

Outcomes:

- Improved vendor knowledge of clean cooking technologies and maintenance practices.
- Increased awareness of kitchen fire risks and prevention measures.
- Enhanced capacity of vendors to respond to fire incidents using appropriate extinguishers.
- Greater understanding of financial inclusion options for women food vendors.
- Increased awareness of occupational health and personal protection while cooking.
- Positive shift in attitude toward adopting modern cooking methods.

Contribution to project objectives.

This activity directly supported project objectives by addressing multiple barriers to clean cooking adoption among food vendors, including safety, hygiene, finance and health. By combining technology demonstration, safety training, financial education and occupational health support, the event strengthened readiness for transition from traditional to modern cooking methods. The holistic approach enhanced trust, reduced perceived risks, and created an enabling environment for sustained adoption of clean cooking solutions.

2. Demonstration to women group representatives.

Date: 21/04/2025.

Location: Chamanzi.

Participant Number: 106.

Participant type: Savings Group Leaders and representative members.



We conducted the first live cooking demonstration at Chamanzi targeting women saving groups and their members. The objective was to introduce electric pressure cookers (EPCs) in a practical and detailed manner, allowing participants to clearly understand how the technology works. The session covered step by step operation of the EPC, including key functions, safety considerations and everyday cooking applications.

During the demonstration, meals were prepared using the EPC and participants were invited to taste the food to directly assess quality, texture, and flavor. An interactive discussion followed, where participants asked questions about functionality, suitability for group and household use, and general performance.

Outputs:

- Live step by step EPC cooking demonstration conducted for women saving groups.
- Practical education provided on EPC functionality, safety and daily use.
- Meals prepared and shared with participants for tasting.
- Interactive question and answer session held with group members.
- Direct engagement with women led community saving groups.

Outcomes:

- Improved understanding of EPC operation and functionality among participants.
- Increased confidence in the quality and taste of food prepared using EPCs.
- Reduced uncertainty around adopting electric cooking technologies.
- Strong interest expressed by women group members in using EPCs for household and group cooking.

Contribution to Project Objectives.

This activity directly supported project objectives by introducing clean cooking technologies to women led savings groups, a key segment for community level adoption. The hands-on interactive approach strengthened awareness, built trust in the technology and encouraged informed decision making, contributing to increased demand and potential uptake of EPCs as clean, efficient cooking solutions.

3.Vicoba women representative members.

Date: 26/04/2025.

Location: Bajeti Office (Sinza Vatkan).

Participant Number:21.

Participant type: Savings Group.



Following the initial live cooking demonstration at Chamanzi, one of the women savings group leaders requested a dedicated session for her group members at our office. The purpose of this follow-up activity was to deepen awareness of clean cooking technologies and provide detailed, practical guidance on the proper use of electric pressure cookers (EPCs).

The session focused on step-by-step demonstration of EPC functionality, including safe operation, cooking processes and everyday applications. Participants observed live food preparation and engaged actively by asking questions to clarify usage, suitability and performance of the technology.

Outputs:

- Live step by step EPC cooking demonstration conducted at the Bajeti office.
- Targeted training delivered to women savings group members.
- Practical education on clean cooking technologies and correct EPC use.
- Interactive engagement through questions and discussion with participants.
- Strengthened follow-up engagement with community groups after initial outreach.

Outcomes:

- Improved participant knowledge on proper and safe use of EPCs.

- Increased confidence in adopting clean cooking technologies after hands-on exposure.
- Reinforced understanding of EPC functionality and benefits.
- Growing interest among group members to transition to EPC use.

Contribution to project objectives.

This follow-up activity advanced project objectives by reinforcing learning after initial community engagement and responding directly to community driven demand for deeper understanding. Providing detailed, practical exposure to EPC use strengthened trust, supported informed adoption decisions, and contributed to sustained uptake of clean cooking technologies among organized women's groups.

4.Vijana Basket Ball Team Demonstration on Frying Function.

Date: 02/05/2025.

Location: Upanga

Participant Number:100.

Participant type: Household end user.



We conducted a live cooking demonstration at a basketball ground with the objective of the electric pressure (EPC) to Vijana basketball team. The activity emphasized practical use after training or games, when teams require quick and convenient food preparation.

The demonstration also highlighted the flexibility of EPCs, showing that they can operate effectively in non-traditional cooking environments such as sports grounds, while maintaining food quality and safety.

Outputs:

- Live, step by step demonstration of EPC frying functionality at a basketball ground.
- Practical cooking of snacks suitable for post game consumption.
- Direct engagement with basketball team members in a real use environment.
- On site education on EPC operation, safety and efficiency.

Outcomes:

- Improved understanding among participants of EPC use through hands on, step by step demonstration.
- Increased awareness of EPC versatility across different settings beyond household kitchens.
- Positive perception of EPCs as convenient solutions for quick snack preparation for sports teams.
- Heightened interest in adopting EPCs for group and recreational use.

Contribution to project objectives.

This activity contributed to project objectives by expanding clean cooking awareness to new user segments and use cases. Demonstrating EPC functionality in a sports environment reinforced the adaptability, convenience and efficiency of clean cooking technologies, supporting behavior change and demand creation among active youth and community groups.

5.Run for Binty Marathon.

Date: 08/06/2025.

Location: Oyster Bay (Green Ground).

Participant Number:72.

Participant type: Household end users, Community Leaders, Development Stakeholders, Food Vendors and Small Businesses.





We participated in the Run for Binti Marathon as a vendor, an event aimed at fundraising to support girls education in rural areas. The marathon attracted a diverse audience united by a social cause, providing a strong platform to engage the public on complementary development themes. As Bajeti, we leveraged this opportunity to demonstrate clean cooking

technologies through live cooking sessions using electric pressure cookers (EPCs). Following the marathon, participants were invited to taste the prepared food, allowing them to directly experience the quality, taste and practicality of meals cooked using clean energy. This hands-on engagement helped link clean cooking solutions with everyday use cases, particularly in community and event settings.

Outputs:

- Participation as a clean cooking vendor at a large public fundraising event.
- Live cooking demonstrations using electric pressure cookers.
- Food tasting provided to marathon participants.
- Direct engagement with community members on clean cooking benefits.
- Visibility of clean cooking solutions within a social impact event.

Outcome:

- Increased awareness of clean cooking technologies among marathon participants.
- Positive perception of EPC cooked food based on taste and quality.
- Enhanced understanding of practical, real-life use of clean cooking after physical activity and events.
- Generated interest from potential customers exposed to live demonstrations.

Contribution to project objectives.

This activity contributed to project objectives by integrating clean cooking promotion into a high impact community and social development event. Demonstrating EPC use in a real-world setting strengthened trust, showcased immediate benefits and supported demand creation for clean cooking technologies. The engagement reinforced the message that clean cooking solutions are practical, efficient and suitable for diverse community contexts, supporting broader adoption goals.

6.Sport and Clean Cooking Bonanza.

Date: 11/06/2025.

Location: Mnazi Mmoja Grounds.

Participant Number:150.

Participant type: Development Stakeholders, Community Leaders, Household end users, Food Vendors and Small Businesses.



We participated in the ilala district clean cooking Bonanza, a public outreach event that brought together multiple companies showcasing clean energy solutions, including recyclable charcoal and modern cooking technologies. The setup allowed visitors to move across exhibition tents to explore different innovations and interact directly with vendors.

At our booth, we presented Bajeti's clean cooking solutions, with a strong focus on electric pressure cookers (EPC's). We engaged approximately 150 visitors who showed interest in understanding how clean cooking technologies function and how electric appliances can be integrated into daily cooking. Part of the engagement included live cooking demonstrations where participants observed the preparation of various foods using EPCs and were able to taste the meals to assess quality and flavor.

The event created a practical exposure platform where potential users could see real time performance rather than only hearing explanations.

Outputs:

- Showcased clean cooking technologies to a broad public audience.
- Reached and interacted with about 150 interested visitors.
- Conducted live EPC cooking demonstrations.
- Provided food tasting opportunities to illustrate quality and taste.
- Delivered direct education on clean cooking and electric appliances.

Outcomes.

- Increased public familiarity with EPC functionality and benefits.
- Improved consumer confidence after witnessing live use and tasting results.
- Generated interest among potential customers considering transition to clean cooking.
- Strengthened visibility of Bajeti as a clean cooking solutions provider.

Contribution to Project Objectives.

This activity advanced project objectives on awareness creation and market stimulation for clean cooking technologies. By combining demonstration, sensory experience(taste), and direct interaction, the event reduced skepticism around electric cooking and supported behavior change toward cleaner energy use. It also expanded outreach to new community segments, reinforcing adoption pathways for modern cooking solutions.

7.Nyawili Tips Nutrition Event.

Date: 21/06/2025.

Location: Survey.

Participant Number:40.

Participant type: Household end users.



We were invited to present at the Nyawili Tips Event, which focused on nutrition education and healthy lifestyles. The event gathered participants interested in learning about balanced

diets and food preparation practices. As Bajeti, our role was to integrate clean cooking education into nutrition discussions by demonstrating how healthy meals can be prepared effectively using electric pressure cookers (EPCs).

During the session, we guided participants through the preparation of nutritious meals, including greens, eggs, fish and salad. The discussion emphasized balanced diet considerations, proper food quality. Participants were able to taste the prepared meals and share feedback on quality and acceptability, which was positive.

The demonstration highlighted that EPCs are suitable for preparing diverse and healthy meals while supporting efficient and controlled cooking processes.

Outputs:

- Clean cooking and nutrition education delivered to event participants.
- Live preparation of balanced meals using EPCs.
- Practical guidance provided on healthy meal preparation.
- Participant tasting and feedback collected on food quality.

Outcomes:

- Improved awareness of the link between clean cooking and healthy nutrition.
- Increased participant understanding of how EPCs can support balanced diets.
- Positive perception of EPC cooked meals in terms of quality and taste.
- Strengthened interest in adopting EPCs for healthy household cooking.

Contribution to Project Objectives.

This activity supported project goals by linking clean cooking adoption with nutrition and health outcomes. Demonstrating healthy meal preparation using EPCs reinforced the role of clean cooking technologies in improving dietary practices while promoting safe and efficient cooking solutions. The engagement contributed to awareness building and demand creation among health-conscious customers.

8. **Community Representative Personnel (CRP) Demonstration Event.**

Date: 28/06/2025.

Location: Bajeti Office (Sinza Vatkan).

Participant Number: 15.

Participant type: Saving Groups leaders.



We conducted a live demonstration session for Community Representative Personnel (CRP's) to deepen their practical understanding of Electric Pressure Cooker (EPC) use. The objective was to build step by step competency through real time cooking demonstrations and hands-on interaction before they take on agents' role and supply EPCs to their savings groups. Participants observed preparation and cooking of different foods, interacted directly with the EPC, and asked detailed operational and safety questions.

Outputs:

- Live EPC demonstrations covering multiple food types.
- Hands on interaction for CRPs with EPC functions and settings.
- Interactive question and answer on safety, maintenance and correct usage.
- Orientation for prospective CRP agents prior to product distribution.

Outcomes:

- Improved technical confidence among CRPs in operating EPCs.
- Stronger readiness to train end users and savings group members.
- Reduced risk of misinformation due to direct, practical learning.
- Increased motivation among CRPs to serve as product ambassadors.

Contribution to Project Objectives.

This activity strengthened last mile capacity by equipping CRPs with practical knowledge and confidence to promote clean cooking technologies. By ensuring agents fully understand EPC functionality and safe use, the session supports higher quality customer education, improved

user experience, and stronger adoption rates within savings groups and communities.

9. **Sabasaba.**

Date: 30/06/2025.

Location: Sabasaba Grounds.

Participant Number:15.

Participant type: Household end users, Food Vendors and Small Businesses.



We participated in the Saba Saba business workshop where multiple vendors showcased their products to passing customers who explored and purchased based on interest. The platform provided exposure to a diverse audience and an opportunity to position electric pressure cookers (EPCs) within a competitive marketplace.

Although we encountered challenges related to registration processes and securing a permanent display space, we were still able to engage with visitors and conduct small-scale product demonstrations. On the same day, I facilitated live cooking demonstrations for a few interested participants, allowing them to observe the cooking process from start to completion and see food prepared using EPCs.

Outputs:

- Participation in a large multi-vendor business exhibition.
- Product visibility to walk in customers and the general public.
- Live EPC cooking demonstrations were conducted for interested visitors.

- Direct customer interactions and product explanations delivered.

Outcomes:

- Increased awareness of EPC technology among visitors.
- Improved customer understanding of EPC cooking performance through live demonstration.
- Initial interest was generated despite logistical constraints.
- Practical learning opportunity for participants who observed full meal preparation.

Contribution to Project Objectives.

This engagement contributed to market visibility and consumer awareness of clean cooking solutions. Even with space and registration limitations, the activity supported demand stimulation by enabling real time product experience and direct consumer education. It also provided lessons on strategic positioning for future exhibitions to maximize outreach and customer conversion.

10. **Youth (university students) Live Cooking-01 with Social Media Followers.**

Date: 22/08/2025.

Location: Bajeti Office (Sinza Vatkan).

Participant Number:9.

Participant type: Household end user(Social Media Followers).



We implemented a live cooking demonstration at our office as part of a social media based outreach and behavior change initiative. The activity targeted selected followers and aimed to increase awareness, practical understanding and adoption of modern clean cooking technologies, particularly electric pressure cookers.

Output:

Participants received hands-on exposure to clean cooking technologies, including live demonstration on product functionality, safe and correct usage, cooking time efficiency and food quality outcomes.

Outcome:

The activity resulted in improved participant knowledge and increased confidence in clean cooking solutions. Feedback indicated a positive shift in attitudes toward clean energy cooking, with participants expressing strong intention to adopt and purchase clean cooking products.

Contribution to Program Objectives:

The demonstration contributed to broader program goals by strengthening consumer awareness, supporting behavior change and promoting the transition from traditional cooking fuels to clean and efficient energy solutions.

11.Demonstration at Chamanzi 02- Installment Plan.

Date: 23/08/2025.

Location: Chamanzi.

Participant Number: 121.

Participant type: Agents, Saving Group Leaders and representative members.



We conducted a clean cooking demonstration in Chamanzi aimed at introducing an installment payment plan for electric pressure cookers (EPCs) to Community Representative Personnel (CRPs) and their group members. The financing model allowed interested customers to pay in weekly installments over a one and a half month period, improving affordability and access.

The session combined financial sensitization with a live cooking demonstration to address both affordability and product familiarity. This approach targeted individuals who had expressed interest in becoming customers but required a better understanding of how EPCs function in practical use.

During the demonstration, a variety of meals were prepared using EPCs. Participants observed the full cooking process, tasted the food and learned how EPCs support nutrient retention and food quality. This practical exposure helped participants connect product benefits with real household cooking needs.

Outputs:

- Installment payment options introduced and explained to CRPs and potential customers.
- Live cooking demonstrations conducted using EPCs with multiple meal types.
- Direct consumer education delivered on EPC functionality, benefits and safe use.
- Interactive engagement enabled participants to observe, taste and ask questions.

Outcomes:

- Improved understanding of EPC use and performance among potential customers.
- Increased confidence in EPCs as a practical household cooking solution.
- Greater interest in purchasing EPCs through installment financing.
- Strengthened trust through firsthand product experience.

Contribution to Project Objectives.

This activity contributed to project goals by improving affordability pathways, increasing consumer awareness and addressing adoption barriers related to both cost and product familiarity. The combination of financing options and live demonstrations supported demand creation and encouraged wider uptake of clean cooking technologies in the community.

12. Live Cooking- 02 Youth (university students) with DJ, Hyper man and Social Media Influencers.

Date: 29/08/2025.

Location: Bajeti Office (Sinza Vatkan).

Participant Number:11.

Participant type: Household end user (DJ, Hyper man and Content Creators or Social Media Influencers).



We conducted a second live clean cooking session at our office, engaging content creators, a DJ and a hype person as part of an entertainment driven outreach strategy. The activity leveraged music and live entertainment to communicate clean cooking messages, positioning cooking as an enjoyable and relatable daily activity. Content creators were intentionally engaged to amplify reach and disseminate clean cooking messages to wider online audiences.

The session combined live cooking demonstrations using electric pressure cookers with entertainment, enabling participants to learn step by step cooking processes while experiencing food quality, taste and versatility across different meal types. The approach emphasized that clean cooking technologies are practical, accessible and relevant to everyday life.

Output:

- Content Creators, DJ and event participants received hands-on training on clean cooking technologies and correct usage practices.
- Live demonstrations showcased the ability of electric pressure cookers to prepare a variety of meals efficiently and with high food quality.
- Clean cooking messages were delivered through music, live interaction and digital content creation increasing audience engagement.
- Digital content was generated for online dissemination extending outreach beyond physical event participants.

Outcome:

- Increased awareness and positive perception of clean cooking technologies among participants and online audiences.
- Improved understanding of the step-by-step use of electric pressure cookers and their suitability for daily cooking needs.
- Enhanced interest in adopting clean cooking solutions, with participants expressing willingness to become customers and influence others.
- Strengthened peer to peer and influencer driven promotion of clean cooking behaviors.

Contribution to project objectives.

This activity contributed to project objectives by supporting behavior change through culturally relevant communication methods, increasing community level awareness of clean cooking solutions and expanding outreach through digital and influencer-led channels. The integration of entertainment and content creation enhanced message retention, normalized clean cooking as part of daily life and supported increased demand for clean cooking technologies.

13. Live Cooking- 03 with Premier Barber Training Center and Manful Grooming.

Date: 13/09/2025.

Location: Bajeti Office (Sinza Vatkan).

Participant Number:37.

Participant type: Household end user (Premier Barber Training Center and Manful Grooming).





We conducted a third live clean cooking session at our office targeting household end users. The activity engaged students and trainers from Premier Barber Training Center, along with (Manful Grooming) grooming product vendors and service providers. In addition to clean cooking education, the event integrated complementary lifestyle services, including professional grooming services and demonstrations on correct use and maintenance of grooming equipment. Light entertainment supported participant engagement throughout the session.

The live cooking demonstration enabled participants to observe the full cooking process using electric pressure cookers, from preparation to serving. The session emphasized practical understanding of clean cooking technologies, product functionality and food quality while positioning clean cooking as part of everyday household life.

Outputs:

- Household end users received practical education on clean cooking technologies and step by step use of electric pressure cookers.
- Participants observed live preparation of meals, demonstrating versatility, cooking efficiency and consistent food quality.
- Integrated lifestyle services increased attendance, engagement and interaction with clean cooking messaging.
- Participants were exposed to safe, modern cooking solutions with a real life, household relevant setting.

Outcomes:

- Improved knowledge among participants on how electric pressure cookers function and how they can be used for a wide range of household meals.
- Increased appreciation of food quality, taste and consistency when prepared using clean cooking technologies.
- Strengthened intention among household participants to adopt clean cooking solutions and consider purchasing pressure cookers.
- Positive association of clean cooking with convenience, quality and modern household lifestyles.

Contribution to Project Objectives.

This activity contributed to project objectives by directly targeting household end users and strengthening consumer awareness. By integrating clean cooking education into a familiar lifestyle context, the session supported behavior change, increased acceptance of clean cooking technologies and stimulated demand for pressure cookers as practical, everyday household solutions.

14. Live Cooking- 04 with Dar es Salaam Universities Students Leaders.

Date: 03/10/2025.

Location: Bajeti Office (Sinza Vatkan).

Participant Number: 23.

Participant type: Household end user (Dar es Salaam Universities Students Leaders).

We organized a fourth live clean cooking session at our office, specifically engaging student leaders from various higher learning institutions in Dar es Salaam. The session was designed as a leadership focused capacity building engagement, aimed at equipping participants with practical knowledge on clean cooking technologies and strengthening their role as peer educators and advocates within their institutions.

The session provided in-depth exposure to electric pressure cookers through live guided demonstrations enabling participants to understand functionality, correct usage and performance advantages. The engagement positioned student leaders as change agents capable of influencing clean cooking awareness and adoption among wider student populations.

Outputs:

- Student leaders received structured orientation on clean cooking technologies and detailed demonstrations on the proper use of electric pressure cookers.
- Participants gained first-hand experience observing cooking processes, product performance and food quality outcomes.
- Knowledge materials and practical insights were transferred to participants to support peer to peer dissemination within academic institutions.

Outcomes:

- Enhanced technical understanding of clean cooking solutions among student leaders.

- Increased confidence and readiness among participants to communicate clean cooking messages to fellow students.
- Improved perception of electric pressure cookers as practical, safe and suitable for student and institutional use.
- Strengthened interest among participants to recommend and influence adoption of clean cooking technologies

Contribution to Project Objectives.

This activity advanced project objectives by establishing a network of informed student leaders as clean cooking ambassadors within higher learning institutions. By leveraging peer influence, the session supported scalable awareness, encouraged correct usage of clean cooking technologies and stimulated demand among student communities, contributing to sustained adoption and market growth.

15.CRP's Focus Group Event.

Date: 22&23/10/2025.

Location: Bajeti Office (Sinza Vatkan).

Participant Number:15.

Participant type:Agents and Saving Groups Leaders.





We conducted a focused capacity building session for Community Representative Personnel(CRPs) aimed at strengthening their technical knowledge and practical skills in the use of electric pressure cookers(EPCs). The training provided detailed, hands-on learning covering EPC functionality, safety procedures, cooking guidance, maintenance requirements, and key do's and don'ts.

As part of the practical component, participants prepared a variety of meals using EPC's to build familiarity with different cooking applications. This allowed CRP's to directly observe cooking performance, timing and food quality outcomes across multiple food types.

The training was designed to prepare CRP's as knowledgeable agents and educators who can confidently support customers in correct EPC use. It also addressed the needs of CRP's who did not yet own an EPC, as well as those who were familiar with EPC's but not with our specific brand features.

To enhance engagement and learning quality, participants were divided into two groups to ensure adequate hands-on practice, close guidance and sufficient time for questions and discussion.

Outputs:

- CRPs received practical training on EPC use, safety, maintenance and customer guidance.
- Participants prepared multiple meal types to understand EPC versatility and performance.
- Small group training enabled active participation and individualized support.
- Knowledge transfer materials and practical tips were shared for customer education.

Outcomes:

- Increased technical competency and confidence among CRP's in using EPC's.
- Improved understanding of EPC versatility across different meal preparations.
- Strengthened ability of CRP's to demonstrate and explain EPC benefits to customers.
- Greater readiness among CRPs to serve as reliable clean cooking ambassadors.

Contribution to Project Objectives.

This activity strengthened last mile capacity by equipping CRP's with applied skills and product knowledge necessary for effective customer support and education. The practical exposure supported correct product usage, reduced misuse risks, and contributed to sustained adoption of clean cooking technologies within communities.

16.Swahili Fashion Week Pop Up Event.

Date: 14/11/2025.

Location: Embassy of Morocco.

Participant Number:300.



Participant type: Development Stakeholders, Small Businesses, Household end users.



We participated in the Swahili Fashion Week Pop Up Event through an invitation from Piki, who were also vendors at the event. As customers on their platform, Piki identified Bajeti as a business with strong potential for customer engagement and invited us to showcase our products to a broader audience.

The event provided an open access environment where consumers explored fashion, lifestyle and innovative household products. Our role was to present clean cooking solutions, explain product features and interact with visitors interested in learning about modern cooking technologies. While no live cooking demonstrations were conducted, the showcase allowed direct engagement and product familiarization.

A significant share of visitors were digitally connected consumers who had previously seen our content online. Many used the opportunity to physically inspect products, ask detailed questions and understand their practical value.

Outputs:

- Clean cooking products showcased to a diverse urban audience.
- One on one product education delivered on features, safety and benefits.
- Collaboration leveraged with Piki platform to access new customer segments.
- Brand exposure increased through participation in a high traffic lifestyle event.

Outcomes:

- Increased awareness of clean cooking solutions among new consumer groups.
- Strengthened consumer confidence through in-person product interaction.
- Re-engagement of online audiences who sought physical product verification.
- Generation of sales leads and customer inquiries.

Contribution to Project Objectives.

This activity contributed to project goals by expanding market reach, strengthening partnerships with digital commerce platforms and increasing visibility of clean cooking technologies among urban consumers. The engagement supported demand creation and reinforced the role of strategic partnerships in scaling clean cooking adoption.

17. Live Cooking-05 with Irvine's Tanzania Limited Staffs.

Date: 20/11/2025.

Location: Bajeti Office (Sinza Vatkan).

Participant Number: 10.

Participant type: Development Stakeholders, Small Businesses and Household end users.



We conducted a live cooking demonstration for staff of Irvine's Tanzania Limited, a team directly involved in chick sales and food distribution. These staff regularly engage with customers to assess progress, challenges and performance within the poultry value chain. Building on this role, the session aimed to equip them with practical knowledge of clean cooking technologies so they could confidently share informed insights with their customers.

After a brief needs assessment, we demonstrated step by step preparation of chicken using an electric pressure cooker (EPC). The session allowed participants to observe the full cooking process, understand functionality, and evaluate food taste and quality through direct tasting. The objective was to position the staff as informed ambassadors for clean cooking adoption within their customer networks.

Outputs:

- Live step by step EPC cooking demonstration using chicken products.
- Practical education delivered on clean cooking technology and EPC operation.
- Food tasting session to assess quality, texture and flavor.
- Direct engagement with Irvine's Tanzania Limited sales and distribution staff.
- Knowledge transfer aligned with staff roles as customer facing representatives.

Outcomes.

- Improved staff understanding of EPC functionality and clean cooking benefits.
- Positive perception of EPC prepared chicken in terms of taste and quality.
- Increased staff confidence to explain and recommend clean cooking technology.
- Strengthened capacity of participants to act as clean cooking ambassadors to customers.

Contribution to Project Objectives.

This activity contributed to project objectives by leveraging existing distribution and customer engagement networks to accelerate clean cooking awareness and adoption. By equipping Irvine's Tanzania Limited staff with hands-on experience and practical knowledge, the initiative expanded advocacy capacity beyond direct beneficiaries, supporting behavior change and wider market uptake of electric pressure cookers as clean cooking solutions.