

Final Project Report

Large Seed Fund for more established suppliers and distributors targeting a minimum of 700 appliances through direct sales and B2B



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AI has been used in the production of this output to improve grammar and enhance clarity.

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Executive Summary

This final report presents the outcomes and key lessons from the MECS Large Seed Fund project implemented by Positive Ayin Limited in Tanzania. The project aimed to scale access to clean eCooking solutions by distributing at least 700 appliances through direct consumer sales and B2B channels, while strengthening market awareness, promoting gender inclusion, and advancing payment innovation.

The project exceeded its core sales target, **achieving sales of 1,012 eCooking appliances through 18 active resellers and end users**. Sales were dominated by induction cookers, alongside the successful introduction of Electric Pressure Cookers (EPCs), including institutional-scale 80L models. In addition, the project secured the first sample order for 600L eBoilers to meet the needs of large institutions, reflecting the discovery of strong and previously untapped demand within this customer segment. Market awareness activities were delivered through national exhibitions (Sabasaba and Nanenane), eCooking roadshows, and stakeholder forums, significantly increasing public visibility and acceptance of eCooking technologies.

While internal PAYGO piloting experienced technical delays, collaboration with Verst Carbon enabled the deployment of 400 PAYGO-enabled cookers. This provided valuable real-world learning and demonstrated a viable pathway for future scale. Throughout implementation, the project maintained strong alignment with MECS priorities on gender inclusion, affordability, and market development, with no safeguarding incidents reported.

Overall, the project validated strong market demand for eCooking solutions in Tanzania, highlighted the importance of flexible financing models, and generated practical lessons to inform future scale-up beyond the grant period.

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1 Introduction

1.1 Project Aims and Objectives

The overarching objective of this project was to accelerate the adoption of clean electric cooking (eCooking) solutions in Tanzania, with a particular focus on improving affordability, accessibility, and awareness among households, institutions, and small commercial users. The project was designed to address key market barriers that have historically limited the uptake of eCooking technologies, including high upfront costs, limited consumer awareness, and constrained distribution networks.

Specifically, the project aimed to achieve the following objectives:

- To distribute a minimum of **700 eCooking appliances** through a combination of direct-to-consumer sales and business-to-business (B2B) channels, including institutional buyers and resellers.

Sales were made both in **regions without prior company presence**—namely **Geita, Mtwara, Lindi, Kigoma, Kilimanjaro, Shinyanga, Iringa, Ruvuma, Songwe, Rukwa, and Zanzibar**—and in **regions where the company already operates**, including **Arusha and Mbeya**.

In **Dar es Salaam, Dodoma, and Mwanza**, only sales **outside the CookFund contract** are included in this report. These comprise **household EPC sales** and **B2B sales of induction cookers**, as CookFund-supported sales in these regions were reported separately under the CookFund programme.

- To expand **market awareness and consumer confidence** in eCooking technologies through targeted exhibitions, live cooking demonstrations, and structured outreach campaigns at community and institutional levels.
- To **pilot PAYGO-enabled eCooking appliances** as an innovative affordability mechanism, enabling low-income households and institutions to access modern cooking solutions with reduced upfront financial burden.
- To **promote gender inclusion** across staffing, sales operations, and customer engagement, recognizing the central role of women in household cooking decisions and energy use.
- To strengthen **institutional and reseller distribution networks**, enhancing last-mile delivery capacity and supporting longer-term market sustainability beyond the project period.

Through these objectives, the project sought not only to increase short-term appliance sales, but also to generate practical learning on market readiness, consumer behavior, and scalable delivery models for clean eCooking solutions in Tanzania.

1.2 Background and Country Context

Tanzania's cooking energy sector remains heavily dependent on traditional biomass fuels such as firewood and charcoal. This reliance continues to expose households—particularly women and girls—to significant health risks from household air pollution, increased time poverty associated with fuel collection and cooking, and adverse environmental impacts, including deforestation and land degradation. Despite steady progress in national electricity access, the transition from biomass-based cooking to modern electric cooking solutions remains slow.

Key barriers to eCooking adoption include limited consumer awareness of electric cooking technologies, concerns around electricity costs and reliability, high upfront appliance prices, and restricted availability of suitable products for both household and institutional use. These challenges are particularly pronounced among low-income households and public institutions such as schools, where budget constraints and procurement processes can further delay adoption.

Positive Ayin Limited operates within this context as a leading supplier of eCooking technologies in Tanzania under the **Positive Cooker** brand. The company has built a strong market presence through practical, demonstration-led sales approaches and nationwide distribution capabilities. Support from the **MECS Seed Fund** enabled Positive Ayin Limited to accelerate its market expansion by broadening its product portfolio, piloting innovative PAYGO-based affordability models, and extending outreach to new customer segments, including educational institutions and organized community groups.

By combining technology deployment, market engagement, and learning-oriented pilots, the project contributed to generating actionable insights on how clean eCooking solutions can be scaled in Tanzania in a manner that is inclusive, affordable, and aligned with national clean cooking and electrification goals.

2 Methodology

2.1 Implementation Approach

The project adopted a **market-led implementation methodology**, designed to balance commercial sustainability with learning and innovation. The approach combined structured product distribution, intensive awareness creation, and targeted piloting of affordability mechanisms to address key adoption barriers in Tanzania's eCooking market. Implementation activities were sequenced to allow for continuous learning, adaptation, and risk management throughout the project period.

2.1.1 Product Distribution

eCooking appliances were procured through established supply chains, originating in China, and distributed using Positive Ayin Limited's existing nationwide infrastructure. Distribution was conducted through the company's own retail branches, complemented by a network of **18 active resellers** operating across key regions. This structure was supported by centralized warehousing and strategically located regional stock points, enabling timely replenishment, reduced delivery lead times, and improved after-sales support.

The distribution model was designed to strengthen local market capacity while ensuring product availability in both urban and peri-urban locations. Resellers received basic product orientation and sales support to ensure consistent messaging on product performance, safety, and energy use.

2.1.2 Sales Channels

A diversified mix of **business-to-consumer (B2C)**, **business-to-business (B2B)**, and **institutional sales channels** was employed to maximize market reach. Household sales were driven through direct retail, live demonstrations at exhibitions, and invited sessions with staff of various institutions. B2B and institutional sales targeted schools, community organizations, and small commercial users. Existing distribution channels were strengthened through stock expansion in the Arusha and Mbeya branches.

With support from the seed fund, the company expanded into B2B sales by onboarding SACCOs as resellers for their members. The same funding enabled the importation of the first 80L EPC for institutional use, which was used for demonstrations and led to a contract to supply and installations of 46 units to 32 schools. Institutional sales were primarily driven by on-site demonstrations during staff assemblies and other organized gatherings.

2.1.3 Awareness and Outreach

Market awareness and consumer education formed a core component of the implementation approach. The project leveraged participation in major national exhibitions, including **Sabasaba** and **Nanenane**, alongside regional roadshows and government-led clean cooking forums. These platforms provided opportunities for live cooking demonstrations, direct

customer interaction, and engagement with policymakers, development partners, and private sector stakeholders.



The image above shows one of Positive Ayin Ltd's staff members, Miss Linda Mallya (center, wearing a white T-shirt), raising community awareness about our induction cookers during a roadshow campaign in Dar es Salaam

Demonstration-based outreach was intentionally emphasized to address common misconceptions around electric cooking, particularly concerns related to electricity costs, cooking speed, and appliance durability. Feedback gathered during these engagements informed product positioning, messaging, and after-sales support strategies. The company's after-sales service includes regular follow-ups with selected customers to assess their experience and progress with the cookers, standby telephone support to assist with operational challenges or guidance on preparing specific dishes, and repair and maintenance services in the event of appliance breakdowns. To ensure timely support, most staff members regardless of their genders, were trained to handle minor and basic maintenance issues for the cookers.



The image above shows Mr. Atukuzwe Wilson, CEO of Positive Ayin Ltd, responding to follow-up questions from the Deputy Prime Minister and Minister of Energy at the time (April 2025), Hon. Dr. Doto Mashaka Biteko, during the TANESCO Women's Day event. The event was organized to launch an initiative encouraging TANESCO women to lead by example by adopting electric cooking in their homes.

2.1.4 PAYGO Piloting

To address affordability barriers, the project undertook internal testing of PAYGO-enabled induction cookers, with a focus on technical performance, user experience, and operational feasibility. In parallel, a partnership with Verst Carbon enabled the deployment of an existing PAYGO platform to support field-level piloting and generate real-world usage data and insights. In our partnership with Verst Carbon they provided only the IoT and PAYGO Card to be inserted into our own appliances.

This dual-track approach allowed the project to compare in-house PAYGO development with third-party solutions, identify critical system requirements, and assess scalability for future roll-out. Key lessons from the PAYGO pilot were documented and used to inform product design refinements, risk mitigation measures, and potential integration with local financing mechanisms.

As of 13 January 2026, the project successfully received the first batch of locally developed PAYGO cards. Working with a locally subcontracted engineer, we designed and developed a customized IoT-enabled PAYGO PCB prototype compatible with all Positive Cooker eCooking appliance models, enabling any unit to be converted into a PAYGO-ready device. This initiative

pre-dated the engagement with Verst Carbon and was included as a core project objective under the MECS agreement signed in early 2025. The initiative was deliberately maintained after partnering with Verst Carbon, as developing our own IoT PAYGO card and data-capturing platform provides greater flexibility, stronger control over product integration, and opens up additional future opportunities beyond a single PAYGO partner.

Due to the lack of local manufacturers capable of mass-producing the prototype, the engineer prepared the required Bill of Materials (BOM) and Gerber files to facilitate manufacturing in China. An initial pilot batch of 30 PAYGO cards was ordered and has been delivered to Arusha. This phased approach was intentionally adopted to allow testing and learning before scaling.

The cards will be locally integrated into cookers, creating short-term employment opportunities for youth. Based on early performance insights from the first 30 PAYGO-enabled units, the project made a strategic decision to use internal savings to procure an additional 150 PAYGO cards, enabling a broader pilot and deeper performance analysis prior to full-scale production.

The PAYGO system has been designed to be interoperable across the full range of Positive Cooker appliances, serving both household and institutional users. This flexibility significantly enhances scalability and the long-term commercial viability of the PAYGO model.

2.2 Data Collection and Monitoring

Data collection activities were embedded across implementation stages to support monitoring, learning, and reporting. Key data sources included sales records, warranty registrations, and structured customer records. End-user contact lists were prepared to support independent impact evaluation by **60 Decibels**, in line with MECS learning objectives.

While data systems evolved over the course of the project, the approach generated valuable insights into customer profiles, purchasing behavior, and distribution performance, informing recommendations for strengthening impact measurement and reporting in future phases.

2.3 Evaluation of Methodology

The evaluation of the project methodology highlights a combination of effective approaches that enabled strong performance, alongside practical challenges that generated important learning for future implementation.

2.3.1 What Worked Well

Leveraging **established reseller networks, particularly those linked to Savings and Credit Cooperative Organizations (SACCOS)**, proved highly effective in accelerating market penetration. These networks already possessed trusted relationships within their communities, enabling rapid scaling and early achievement of sales targets without the need to establish entirely new distribution channels.

The project's emphasis on **live cooking demonstrations** emerged as a critical success factor. Demonstrations significantly improved customer understanding of eCooking technologies,

addressed misconceptions around electricity consumption and cooking performance, and built trust among first-time users. This approach was particularly effective in institutional and group settings, where collective decision-making influenced adoption.



The image above shows Positive Ayin Ltd staff member Mr. Jaffary (wearing a white T-shirt) conducting a live demonstration of how our induction cooker operates during the Sabasaba Trade Fair in Dar es Salaam



The photo above shows Mr. Atukuzwe Wilson Nkya, CEO and Founder of Positive Ayin Limited, demonstrating products during the SabaSaba Trade Fair in Dar es Salaam in July 2025. The company exhibited its products across four strategically located booths; this image was taken at one of them.

In addition, **partnering with an experienced PAYGO provider (Verst Carbon)** reduced development and operational risks associated with piloting affordability mechanisms. The partnership enabled faster deployment, access to tested systems, and early learning on user behavior, payment patterns, and system reliability, without the delays typically associated with building a PAYGO platform entirely from scratch.



The image above shows one of the Verst Carbon staff members embedding the IoT and PAYGO card into a Positive Cooker double-burner induction cooker



The image above shows the Verst Carbon team from Kenya with the CEO of Positive Ayin Limited, Mr. Atukuzwe Wilson Nkya. The team successfully completed the embedding of PAYGO cards into 400 double-burner induction cookers. The exercise was successfully conducted at Positive Ayin Limited's office in Dar es Salaam in July 2025.

2.3.2 Challenges Encountered

Despite the overall success of the project, several challenges were encountered during implementation. Internal PAYGO pilots initially faced technical limitations related to accurate power measurement, which were subsequently resolved. In addition, some issues were observed with the PAYGO units deployed through our partner, Verst Carbon, as their PAYGO cards were not originally designed for high-load induction cookers but rather for household EPCs. These challenges highlighted the complexity of adapting PAYGO systems initially developed for lower-power appliances to higher-load eCooking applications. Verst Carbon is currently developing a higher-load IoT device compatible with induction cooker requirements. In the interim, the few affected units were resolved by reverting the cookers to normal (non-PAYGO) mode and removing the integrated PAYGO cards.

Furthermore, end-user data collection was initially constrained, particularly for B2B and institutional sales, where procurement structures limited direct engagement with individual end users. This affected the completeness and timeliness of customer datasets intended for impact evaluation and learning purposes.

One of the key challenges encountered during project implementation was insufficient product stock to meet rapidly growing market demand. As demand expanded, the company was compelled to limit the onboarding of new sales agents primarily to SACCOs, while placing other agent applications on hold. Plans to open additional branches were also postponed, as expanding market outreach without adequate product availability would have been inefficient and counterproductive.

In 2025 alone, the company sold over 5,000 electronic cooking appliances, including induction cookers and electric pressure cookers. However, for approximately four months during the year, marketing activities were intentionally scaled down due to stock shortages. During this period, the company refrained from running paid social media advertising campaigns for more than six months, as available stock could be fully absorbed through referrals, trade exhibitions, and limited staff-led marketing. As a result, sales and marketing teams were underutilized—not due to weak demand, but because of constrained supply.

Importantly, by the time this challenge became most evident, the project had already achieved its core sales targets ahead of schedule. Given the strong market trust already established—supported by government institutions including the Ministry of Energy, TANESCO, and REA—the primary constraint to further growth was no longer market acceptance, but insufficient inventory.

Based on this clear evidence, management made a strategic decision to reallocate a portion of the remaining funds from other budget categories to strengthen ordering and importation capacity. The company successfully negotiated a Letter of Credit (LC) arrangement with its

manufacturer, which, in collaboration with its banking partner, enabled the placement of a significantly larger production order. Consequently, an order for 4,000 induction cookers was secured, comprising 2,000 double-burner units and 2,000 single-burner units.

To facilitate this order, a 30% down payment of USD 53,997 was made through a combination of MECS project funds and the company's own savings. This decision directly addressed the project's most binding constraint and positioned the company to fully capitalize on existing market opportunities.

In summary, the budget reallocation was a prudent, data-driven decision aimed at unlocking scale, maximizing project impact, and ensuring that strong market demand—already validated through sales performance and institutional support—could be effectively met with adequate supply.

2.3.3 What We Would Do Differently

Based on these experiences, future projects will integrate end-user data capture tools at an earlier stage—particularly within B2B and institutional sales models—to ensure consistent tracking of product usage, customer satisfaction, and impact from project inception. In line with this learning, a warranty card has been strategically designed to serve two purposes: to provide customers with a written warranty and to enable the company to capture all essential customer data at the point of sale. This approach has already been adopted and is currently in practice as a direct outcome of lessons learned during the project.



Positive Ayin Limited Date _____

No.

Customer Name: Jina _____

Agent Name _____

Code _____

Item Description:
Bidhaa _____

Item No.: Namba bidhaa _____

WARRANTY CARD/DHAMANA

Region/mkoa: _____	District/wilaya: _____
Ward/kata: _____	village/kijiji: _____

Agent Contract _____

This warranty is valid for
Dhamana hii ni ya miezi

months from the date of purchase
tangu kununuliwa kwa bidhaa

Customer's Signature

Customer's contact/simu

Sales Representative's Signature

Asante kwa kuchagua Positive Ayin Limited. Tunaahidi kukuhudumia vyema sasa na hapo mbeleni

warranty coverage while capturing essential customer data.

written

Additionally, PAYGO system development would begin with **hardware and software specifically designed for high-load induction appliances**, reducing the need for later technical adjustments and improving system reliability and scalability.

3 Findings and Lessons Learned

3.1 Key Findings and Achievements

The project delivered strong quantitative and qualitative outcomes, exceeding initial targets while generating valuable insights for scaling clean eCooking solutions in Tanzania.

3.1.1 Sales Performance

A total of **1,012 eCooking appliances**. This figure covers household appliances only: 955 induction cookers and 57 household EPCs. It does not include the 46 institutional EPCs sold during the project period, significantly exceeding the original target of 700 units. This performance demonstrates strong market demand when affordability, awareness, and product availability are addressed simultaneously.



The photo above highlights our popular induction cooker models—powered by the same reliable technology, but available in four different designs and price options to meet the needs of a wider customer base.

3.1.2 Market Expansion

The project achieved active sales across multiple regions through a network of **18 resellers**, supported by direct sales channels. Careful coordination and monitoring were applied to avoid double counting with other donor-funded initiatives, ensuring transparent and credible reporting. The expanded reseller network strengthened last-mile delivery capacity and laid the foundation for continued market growth beyond the project.

3.1.3 Distribution and Delivery Enabled

The project achieved another key milestone through the acquisition of six motorcycles, one e-bike, and one electric tricycle, to support distribution and promotional activities. The motorcycles were allocated across five company branches in Tanzania to enable efficient product distribution, timely deliveries, and improved after-sales service.

Initially, the project intended to deploy e-bikes across all branches. However, following a pilot

with the first e-bike, it became evident that Tanzania's diverse geographical conditions and terrain limited its operational effectiveness. In particular, e-bikes were less suitable for mountainous areas, long-distance travel, and the transportation of heavier products. Based on these practical learnings, the project adapted its approach and procured conventional motorcycles, which proved more reliable and better suited to the operating environment.



The pictures above and below show six motorcycles purchased to support product collection, distribution, delivery, and efficient after-sales service to our clients. Each branch was allocated one motorcycle, while the Dar es Salaam branch received two due to the high level of operational activity in the city.



3.1.4 Product Innovation and Institutional Uptake

A major milestone was the **successful launch of Electric Pressure Cookers (EPCs)** in 6L, 10L, and 80L capacities (Positive Cooker brand). Notably, the project supported the **delivery and installation of 46 units of 80L EPCs across 32 schools in Dar es Salaam and the Pwani Region**, following the successful award of a tender under the UNCDF project. As noted earlier, MECS grant support enabled the importation of the first 80L EPC, introducing this capacity to the local market. The unit was sold and installed at Kibasila Primary School in Dar es Salaam, where its performance generated strong visibility and positive user feedback. This experience gave the company confidence to compete in a UNCDF tender for institutional EPCs ranging from 60L to 80L, which it successfully won. The resulting consignment was manufactured, shipped, delivered, and installed as planned, demonstrating the technical and commercial viability of eCooking solutions in institutional settings where efficiency, safety, and cost control are critical.

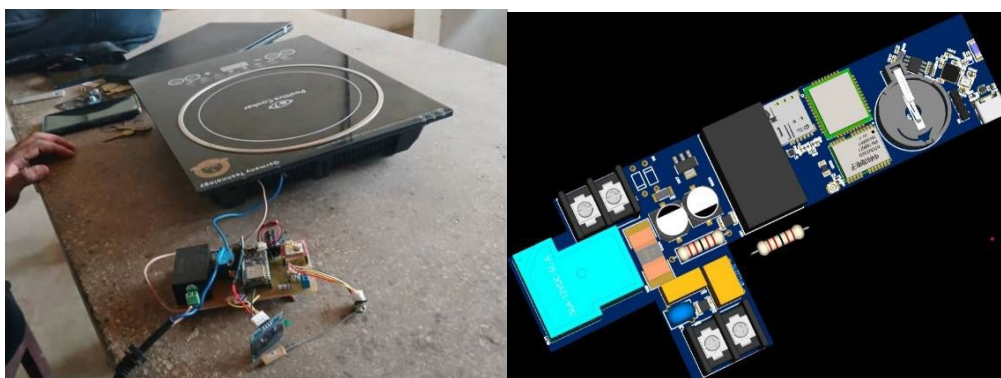


Above are our Positive Cooker brand Electric Pressure Cookers (EPCs) in 80L, 10L, and 6L sizes, shown from left to right. Below is the 80L EPC batch ready for delivery to schools.



3.1.5 PAYGO Learning

The **deployment of 400 PAYGO-enabled cookers through Verst Carbon** generated valuable real-world operational insights related to user behavior, system reliability, and customer support requirements. In parallel, Positive Ayin Limited continued to develop its own locally designed PAYGO card. Final design approval was achieved by **November 2025**, with the first production batch arrived about **13th of January 2026**, positioning the company for greater control over PAYGO integration and future scalability.



The photos above show the evolution of our PAYGO card. The left photo is the first prototype tested outside the cooker, while the right photo shows the final, smaller design that can now be installed inside the cooker.

3.1.6 Gender and Inclusion

Gender inclusion was actively promoted throughout implementation. A **gender-balanced sales team (4 women and 3 men)** was integrated into the existing workforce and played an active role in customer engagement and community outreach. This approach enhanced

communication with end users—particularly women, who are primary cooking decision-makers—and reinforced the project's commitment to inclusive market development.



Positive Ayin Ltd staff during the SabaSaba Trade Fair. This year, we expanded our participation and market coverage by attending four strategic locations. We were invited to collaborate with TANESCO at their booth, where our team conducted live demonstrations of our eCooking appliances. The photo was taken at this booth, where the team also gathered to compile reports.

3.2 Lessons learned

The project generated several key insights that are critical for scaling eCooking adoption in Tanzania and similar contexts:

- **Demonstration is critical:** Hands-on exposure to eCooking appliances proved essential for building user trust, understanding appliance functionality, and addressing misconceptions. Live demonstrations—both in households and institutions—significantly accelerated adoption and informed communication strategies. Across the various exhibitions, the audience comprised mixed genders, ages, and backgrounds. However, interest was predominantly from middle-aged women, driven by safety and kitchen convenience, while men were largely attracted by the cost-saving benefits. During exhibitions, typically held over five days, the company reached an average audience of approximately 5,000 people, estimated based on the number of flyers distributed at demonstration tables. In contrast, office-based staff demonstrations engaged smaller groups, usually ranging from 15 to 25 staff members.
- **Affordability drives scale:** Providing flexible payment options through **PAYGO and microfinance mechanisms** was a key enabler of adoption among low- and middle-income households. Affordability solutions not only reduce upfront barriers but also

strengthen customer confidence and long-term sustainability. In this project, a microfinance mechanism was implemented through a B2B channel by partnering with SACCOs, enabling their members to access eCooking appliances more affordably.

- **Technical robustness matters:** PAYGO systems must be **specifically designed to match the technical requirements of high-power appliances** such as induction cookers and large EPCs. Technical limitations in early pilots highlighted the need for tailored hardware and software solutions to ensure reliability and user satisfaction.
- **Collaboration accelerates innovation:** Strategic partnerships, such as those with experienced PAYGO providers, reduced development risks, shortened time-to-market, and facilitated knowledge transfer. For example, collaboration with TANESCO and the Rural Energy Agency (REA) had significant impact, as they continue to use our cookers for awareness creation and staff engagement even in our absence. Collaboration across private sector actors, financial intermediaries, and technology providers proved essential to fast-track adoption while mitigating operational challenges. Additional examples include our collaboration with SACCOs as private-sector partners and our partnership with Verst Carbon, both of which provided valuable learning and insights during implementation.
- **Gender inclusion strengthens impact:** A gender-balanced approach to staffing, sales, and customer engagement improved relevance, uptake, and responsiveness to household and institutional needs. Women-led sales efforts and structured feedback loops enhanced communication with primary decision-makers, reinforcing the project's social and economic impact.



The image above shows Positive Ayin Limited's Labour Day 2025 celebration, during which the company recognized and appreciated women who demonstrated willingness to learn minor repair skills for servicing customers' cookers. Pictured is Ms. Linda Mallya, a member of the Positive Ayin Limited team.

These lessons provide a roadmap for future scaling of clean eCooking solutions, highlighting the importance of **integration across technology, finance, distribution, and community engagement**.

4 Next Steps

Building on the project results and lessons learned, Positive Ayin Limited plans to pursue the following next steps to consolidate gains, expand market reach, and improve impact measurement:

- **Scale PAYGO Solutions:**

Finalize and deploy a **customized PAYGO IoT card** specifically designed for induction cookers and EPC products, enabling reliable tracking, payment collection, and appliance monitoring at scale. This will facilitate broader adoption among low-income households and institutions.

- **Expand Institutional Markets:**

Leverage the demonstrated success in schools to target other institutional customers, including **hospitals, boarding schools, food vendors, and catering businesses**, where efficiency, safety, and cost management are critical. This approach builds on existing relationships and tender successes to secure larger-volume sales.

- **Strengthen Impact Measurement:**

Integrate **robust end-user data capture tools** from the outset of all sales channels, including B2B and institutional models. Early and systematic data collection will enable timely submission to independent evaluators such as **60 Decibels** and allow for continuous integration of insights into future project design and reporting.

- **Seek Additional Funding:**

Pursue **follow-on funding opportunities** through climate finance mechanisms, carbon markets, and development partner programs to scale the reach of clean eCooking solutions. Funding will support our production capability, product innovation, distribution expansion, and enhanced monitoring and evaluation.

- **Develop Strategic Partnerships:**

Deepen collaboration with **PAYGO technology providers, microfinance institutions, carbon finance partners, and government agencies**. Partnerships will help reduce operational risk, leverage complementary expertise, and ensure alignment with national clean cooking and electrification strategies.

These next steps are designed to consolidate market presence, enhance financial and technical sustainability, and maximize the social and environmental impact of clean eCooking solutions in Tanzania. They also provide a foundation for replicable models that can inform broader regional scale-up.

5 Conclusions

The MECS Large Seed Fund project successfully demonstrated that **clean electric cooking (eCooking) solutions can be scaled rapidly and sustainably in Tanzania** when implementation is supported by targeted awareness creation, flexible financing mechanisms, and strong, locally embedded distribution networks. By addressing both demand-side and supply-side barriers simultaneously, the project contributed to increased consumer confidence, improved market readiness, and tangible uptake of modern cooking technologies across household and institutional segments.

Despite encountering technical challenges during the piloting of PAYGO systems—particularly related to power measurement and system robustness for high-load appliances—the project generated critical learning that will inform future PAYGO design and deployment. Importantly, these challenges did not constrain overall performance. The project **exceeded its sales targets**, successfully expanded the portfolio of eCooking products to include Electric Pressure Cookers suitable for both household and institutional use, and demonstrated the viability of eCooking solutions in schools and other organized settings. The successful delivery and installation of large-capacity EPCs in schools further highlighted the potential of electric cooking to deliver efficiency, safety, and cost benefits at scale.

The project also underscored the importance of **demonstration-led sales approaches, affordability mechanisms, and inclusive engagement strategies**. Hands-on demonstrations proved essential in building trust and accelerating adoption, while PAYGO and flexible financing emerged as critical enablers for reaching lower-income users. Gender-balanced staffing and customer engagement strengthened relevance and impact, reinforcing the role of inclusive market development in clean cooking transitions.

Overall, the MECS Seed Fund support enabled Positive Ayin Limited to test, refine, and validate scalable business models for eCooking in Tanzania. The company is now **well positioned to build on these results**, leveraging strengthened partnerships, improved product design, and enhanced learning to support continued market growth. Beyond the grant period, Positive Ayin Limited remains committed to contributing to Tanzania's national clean cooking and electrification goals through **market-driven, inclusive, and financially sustainable solutions**, while sharing lessons that can inform broader sector learning and replication.

Appendices

Appendix A: Sales summary by product and region

Appendix B: List of exhibitions and stakeholder events attended

Appendix C: Some of exhibition participation certificates

Appendix D: Safeguarding statement and policies

Appendix A: Sales summary by product and Gender

Appendix A:	<i>Salaes summary by Products & Gender</i>	
S/N	DESCRIPTIONS (PRODUCT TYPE)	QUANTITY
1	Induction cookers	955
2	Electric Pressure Cookers	57
TOTAL		1012

S/N	DESCRIPTIONS (CLIENTS BY GENDER)	QUANTITY
1	Male	300
2	Female	214
TOTAL		514

Appendix B: List of exhibitions and stakeholder events attended

Appendix B: List of exhibitions and stakeholder events attended			
S/N	description/name of exhibition Attended	Dates	Region held
1	SabaSaba (international Trade fair)	29th June -13th July 2025	Dar es salaam
2	Nane Nane(Agricultural/farmer's exhibition)	1st Augst to 9th august 2025	Arusha
3	Nane Nane(Agricultural/farmer's exhibition)	1st Augst to 9th august 2025	mwanza
4	Nane Nane(Agricultural/farmer's exhibition)	1st Augst to 9th august 2025	morogoro
5	Nane Nane(Agricultural/farmer's exhibition)	1st Augst to 9th august 2025	dodoma
6	Nane Nane(Agricultural/farmer's exhibition)	1st Augst to 9th august 2025	mbeya
7	Nane Nane(Agricultural/farmer's exhibition)	1st Augst to 9th august 2025	lindi
8	Nane Nane(Agricultural/farmer's exhibition)	1st Augst to 9th august 2025	simiyu
9	Fahari ya Geita (mining fair)	19th Sept to 24th sept 2025	geita
10	East Africa Exhibition	03rd sept to 10th Sept 2025	Mwanza
11	siku ya chakula duniani	9th Oct to 15th Oct 2025	Tanga
12	Youth week Tanzania	07th Oct to 14th oct 2025	Mbeya

Appendix C: Some of exhibition participation certificates





CERTIFICATE

OF PARTICIPATION



This Certificate is presented to :

5.1 JIKOJANJA

*For Participating in the **11th** Tonga trade fair 2024
1st Tonga - Tanzania*

*From **2nd** May 2024 to 6th June 2024*

Thank You

6th June 2024

6.1.1 DATE ISSUED

TANIRACJE

RASHID I. MWANYOKA
Regional Chairman
TCCIA -Tanga



Appendix D: Safeguarding statement and policies



SAFE GUARDING
POLICY.pdf