Tool 3.2: Build confidence via hyperlocal technology demos

To bridge the barrier to access to technology, especially for women, you can conduct hyperlocal marketing events, such as *melas* and exhibitions at the town, block, or district level. Women's mobility challenges of travelling long distances are overcome by reaching out to them. Additionally, first-hand experiences with technology assist in building trust and confidence in technologies and generating buy-in among rural women.

Tool objectives

- To promote awareness and a better understanding of modern livelihood-based technologies among potential women customers from rural and peri-urban areas.
- To build confidence and improve product purchase decisions among women customers, thus increasing sales.

Action plan

Step 1: Identification of the potential geographies to conduct hyperlocal events

☐ Collect data on geographies/regions with a high population of women users for your technology. Criteria for selecting the geography are population density of potential women users, existing technology awareness, accessibility, and local support infrastructure.

☐ Identify women-dominated value chains, self-help groups, and farmer-producer organisations to engage with the local community in the selected geography.

☐ Partner with local civil society organisations (CSOs), non-government organisations (NGOs), government agencies such as State Rural Livelihood Missions (SRLMs), and gram panchayats that enjoy a rapport with the community and can facilitate outreach.

Step 2: Conduct hyperlocal events

☐ **Pre-event preparation**

☐ Identify a venue within the local region that is accessible to the target audience and has technology demo facilities. A few potential venues are village halls, community centres by gram panchayats, and schools (during weekends).

☐ To generate awareness about the event, use various promotional channels, such as local newspapers, community radio, and social media. Share flyers or use word-of-mouth messages to gain the attention of the target audience.

☐ **During the event day**

☐ Provide engaging demos highlighting your technology's features, benefits, and applications. Share educational materials in local languages.

☐ Share testimonials or success stories from individuals or communities that have been impacted using your technology.

☐ Collect feedback from participants to understand areas for improvement.

Scan to read the playbook

Step 3: Conversion of leads to sales

☐ Allocate a dedicated resource to compile leads generated during the events.

☐ Collect information on leads for effective follow-up, including name, address, and contact details.

☐ Establish a systematic follow-up process to convert leads into sales, understanding their purchasing challenges.

Step 4: Evaluation

☐ Evaluate the event's impact on sales and customer engagement.

Pro-tips

1. Invite the existing women users to provide demos to instil confidence among potential women customers.

2. Invite key ecosystem partners, such as local administration, financial institutions, media agencies, and community-based organisations, to enhance visibility and attract support from financiers.

3. Support the potential leads generated from the outreach for purchasing the technology, such as linking them to potential financiers/banks to avail of credit facilities.

Indicative: Required resources and cost and time implications

Resources: Human resources for market assessment, social media campaign and sales, marketing collaterals, technology manuals, feedback forms, and existing women users (optional).

Indicative cost heads*	Cost implications Low: USD 0–2,500 Medium: USD 2,000–5,000 High: USD>5,000	Time implications Low: 1–3 hours/week Medium: 4–5 hours/week High: >5 hours/week	Frequency of expenses
Logistics (boarding and lodging)	Medium	High	Per event
Salaries to HR	Low	NA	Per event
Salaries to HR	Medium	Medium	Monthly
Software for data collection	Low	Low	Per event
TA/DA for field visits	Low	NA	Per event

Note: This calculation provides an overview of the primary cost categories associated with the implementation of this tool. Minor expenses may also be incurred.

Source: Authors' analysis

Potential indicators to measure success

- Number of participants who attended the event, specifically focusing on women's engagement.
- Measure the number of leads successfully converted into actual sales.
- Number of on-spot bookings made and the technology products sold during the events.

Success story

In 2022, [Devidayal Solar Solutions Pvt Ltd,](#) a solar refrigerator manufacturer, organised a hyperlocal event in Udaipur, Rajasthan. The event was embraced by the active participation of approximately 400 women and the Rajasthan Grameen Aajeevika Vikas Parishad (Rajeevika) members. The event provided startups with a platform to showcase the applications of their technologies, highlighting the impact in improving the incomes and livelihoods of potential women customers. Additionally, the startup successfully facilitated the sale of over 20 solar refrigerator units during this event, along with Rajeevika providing 50 per cent credit facilities. Such events generate initial buss among potential women customers, encouraging them to explore the technology further and make informed purchase decisions.

Image: Source: CEEW/Emotive Lens

A hyperlocal event with potential end users to demonstrate DRE appliances was conducted in Jaipur, Rajasthan by Devidayal Solar in 2022.