



Biogas Promotion in Proposed NDBMP in Bangladesh

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Structure **Presentation** **Structure**

**Objective: To increase the
number of quality biogas plant**

Awareness

Persuasion

Adoption



Awareness
Awareness
Promotion...

- General awareness through electronic media. (TV/Radio)
- Developing & distributing printed materials
- Orientation in the community level
- Linking biogas session with other related program



Awareness
Awareness
Promotion...

- Mosque based discussion program
- Miking in rural bazaars
- School based awareness program
- Tea stall session
- Popular theater and folk song program



Persuasion

- **Follow UP interested customer**
- **Use satisfied biogas user for persuasion (farmer-farmer approach)**
- **Plant visit for demonstration**
- **Maximum use of local mason and supervisor in household visit.**
- **Follow up by credit institution**



Adoption

- **Provision of subsidy and credit**
- **Guarantee for five(5) years**
- **Free maintenance & services**
- **Quality service and customer satisfaction**



Marketing Strategies

Marketing Strategies

- #1 Targeting easy segment with highest potential customers**
- #2 Constructing high quality biogas plant**
- #3 Reducing price by gaining efficiency in construction and management.**



Methods

Methods

- Cluster construction to have combined effect**
- Optimum utilization of slurry**
- Integrating biogas with fisheries, organic farming, vegetable production**



QUESTIONS

Questions & Answers