

# Clean fuels for a health makeover in rural India

## **KEY TAKEAWAYS**

- In 2016, the Government of India started the “Pradhan Mantri Ujjwala Yojana” program to enable widespread access to liquefied petroleum gas (LPG). In an unprecedented effort, LPG connections were provided to over 80 million poor rural households in just three years. Yet, having an LPG connection does not mean that it is used regularly.
- Lack of knowledge about the severe health hazards of cooking with solid biomass is a relevant barrier in this context. An experimental study in Rajasthan shows that health messaging can substantially increase the probability of regular LPG use among poor rural households.
- Thus providing health information can usefully complement other measures such as an increase in LPG subsidies targeted to the poor.

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