

Anagi Stove Trading Methods and Organisations

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Sri Lanka Stoves Program has two different routes for dissemination of stoves.

- (1)The Commercial Route
- (2)The Dissemination Route

In the commercial route there are 185 potter families distributed in 17 districts producing over 25000 stoves monthly. However almost 50% of the production is concentrated in one village consisting of 29 potter families who produce in large quantities. The stoves are produced and sold to traders in many ways. It is revealed from a survey that nearly 65% of stoves sold to the traders are on spot cash 31% have received a cash advance before and 3% on credit. Many of the producers have regular dealers. However the producer dictates the terms since the demand far exceeds the production level.

Modes of selling between the producers and traders can be classified as below

?Producers sell to wholesale dealers visiting the site.

?Producers themselves deliver to outside retailers directly

?Producers themselves deliver to wholesale

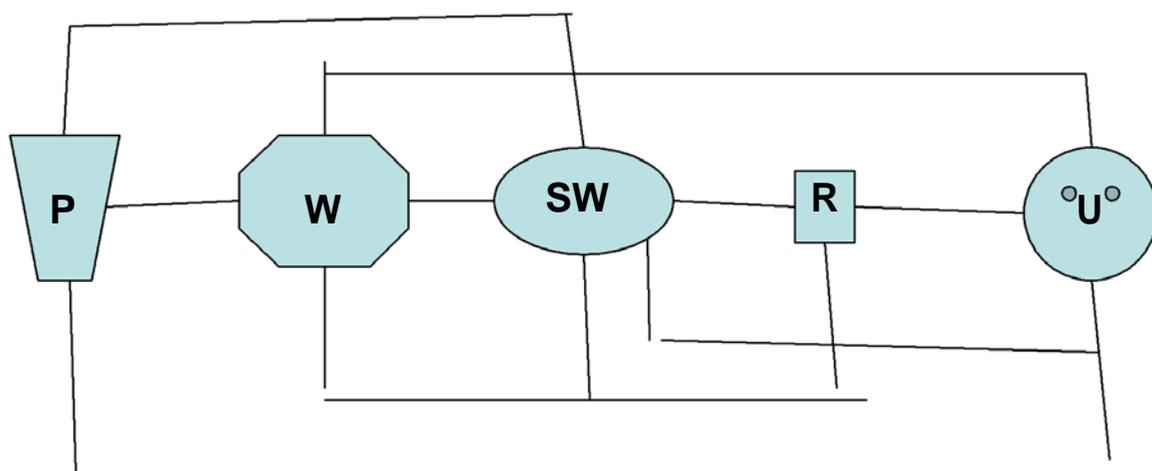
outside?Small producers sell in the village fair directly to the users

?Producers sell to the producer coop society.

?Producers sell to Producers who are also wholesale dealers



Wholesale Dealer dealers



**P= Producer W= Wholesale Dealer SW= sub wholesale dealer R= Retailer
U= User**

In the case of small scale isolated producers where traders do not call over, the stoves are taken to the village fair and sold directly to the users. In places where the

commercial route is operating stoves are bought from retail shops. However there are also street vendors who deliver the stoves to the user.



Retail Shop



Street Vendor



Village Fair



Wholesale Dealer

Dissemination Route

While the commercial route is mainly a traders affair, in the dissemination strategy, NGOs establish a revolving fund to facilitate the users who live in isolated areas who have no access to the commercial route to purchase stoves which are bought by the NGOs from either producers or traders and distributed to the users. Users pay the cost of the stove in installments. Small profit derived by selling the stoves is used to enhance the revolving fund to reach a wider group of users. If funds could be obtained from donors users are given stoves at subsidized price.