



Concept Video Script

H: hostess of TV program

S: Sabiha Jannat, invited guest, mother of two from Keraniganj

AUDIO	VISUAL
Today, Sabiha Jannat has written to us at “Modern Cooking” from Keraniganj.	Hostess on set: backdrop shows the logo and some brand elements. She reads a letter.
I learnt to build and operate an earthen cookstove when I was just a girl. Ever since, I have been cooking for my husband and my children. They love my cooking.	Hostess reading out letter. Sabiha is seen in her own setting. She is trying to feed her two children.
But recently, I came to know that the smoke from traditional cookstoves can be harmful if inhaled for long periods. In fact, the article said that continuously inhaling that smoke could increase the risk of respiratory diseases in women. Little children who stay close to mothers are in danger too. What can I do?	Sabiha inhaling smoke, rubbing her eyes and coughing.
H: we have invited Ms. Jannat to the studio today. Welcome.	Sabiha enters the set
H: how much time do you spend in your kitchen? S: about three to four hours, if I count preparation time.	Studio conversation
H: and you have been having respiratory problems?	Hostess close-up
S: well ...like all other women, sometimes I get a burning sensation in my chest, or coughing fits. My eyes hurt. My boy here doesn't like being in the kitchen for this reason ...but he comes in because his mother is there.	Sabiha is engulfed in smoke. She tries to fan away the smoke with her hands. The kitchen walls are black with soot. Her small child enters the kitchen and leans against his mother. Soon, he is coughing too.
H: why aren't you seeking better cooking options?	Hostess close-up
S: you see our area has no gas, and LPG is very expensive. My husband thinks that with our financial standing, we don't have many options. Besides, everyone says that this is how our ancestors have been cooking for centuries, and they never had any problems.	Sabiha is serving food to her husband. An elderly lady is seen. The two children are also around.

AUDIO	VISUAL
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H: many of our viewers are struggling to cope with old, traditional kitchens and cookstoves. Some firewood burns, some doesn't. So, there is more smoke, coughing and dirty walls. Not to mention rainy season.	Hostess walks towards the camera. Inset illustrates the problems.
H: for you, we present 'modern cookstoves'. Modern cookstoves are a range of products that use less fuel, give out less smoke and are easily portable.	A range of ICS comes into view; they are displayed on the set.
S: Modern cookstoves? I've not heard of this before. But how do these stoves work?	Sabiha medium shot
H: modern cookstoves use insulating materials, so heat does not escape. They also have scientific air chambers for flow of Oxygen. Because all of your fuel is properly burnt, you need less fuel to cook. And less fuel means ...?	Product shots Animation of trapped heat and air chamber. Individual product animation / shot with brand names
S: Less smoke! Does this mean that my kitchen walls remain clean too?	Sabiha beams proudly to be able to answer the question
H: Exactly. Remember: modern stove means less fuel and less smoke. And if there's less smoke, it means less coughing and less soot. And you can just buy one and start using it right away. If there is rain, you can just take it indoors.	Side by side comparison of smoke emission; and of black and clean walls; Woman picks up an ICS and takes it indoors.
S: these are surely very costly?	Sabiha inspects the material and product features
H: not at all. In fact, the government is supporting modern stoves because they are affordable for everyone. Often, the price of a modern cookstove can be recovered within 03 to 06 months. And that's not all – you also get a 3-year warranty ...whether you're using a firewood or pellet-based model.	Hostess shot Firewood based ICS Pellet based ICS
S: What is this 'pellet'?	Sabiha close-up
H: Sabiha – come and see. These are pellets that you can buy from a local shop. You can also use chopped wood. These models of modern stoves have a fan, which helps the flames burn better. So your cooking is complete faster.	They walk over to a display of stoves with fans and solar units
S: apa – what type of things can we cook on this?	Sabiha points at ICS
H: you can cook anything you want, starting from rice, lentils to khichure, chicken, payesh ...anything at all.	



S: apa – I am pleasantly surprised to know about all these options. I will talk to your brother today and ask him to buy a modern stove. But how will he recognize a modern stove?	Sabiha inspects a model of stove and they speak on the set
H: (to audience) before buying, check for this ‘windmill’ logo on the product.	Hostess close-up
VO: visit our Facebook page or call the helpline at 01733701666 to know more.	Graphics / CG animation
Modern cookstoves – times have changed, change your cookstove	Text animation, logo and partner logos

