

Can a solar-powered refrigerator be a game changer for Dairy Business?

Location: Uttar Kannada, Karnataka Use Case: Dairy Segment

Background:

Shri Raksha Dairy is a small enterprise located in Agadi village of Uttara Kannada district of Karnataka. Its owner Mr. Suresh Akki, 48, has been in business for 20 years and has been earning up to INR 15,000 per month. The business sold milk and other packaged milk products, contributing almost 40% of his household income.



The business relied on a grid-connected refrigerator for cooling needs, which had to be powered with diesel gensets during frequent outages.

Solution	Size of Fridge: DDSF 268L	Size of Panels: 350W*2	Date of Installation: Feb 2020
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Last year, SELCO Foundation conducted need assessment of the beneficiary, and suggested his name as a potential micro entrepreneur, DDSolar after conducting baseline survey and KYC (Know your customer) installed the solar-powered refrigerator at his dairy. Since then, the refrigerator has become the backbone of his business as he can now ignore the power outages, store more and sell more without worrying about spoilage. Also, during the rainy seasons or when the sales are low, he uses the solar refrigerator to store the dairy products.

Economic Impact:

He is now supplying almost 200 litres of milk every day to the residents and other small shops apart from selling packaged dairy products. *He has been making a daily profit of INR 500, and his electricity and diesel bills have been reduced by almost INR 600 per month.* Thus, he turned in an annual profit of INR 225,000 for the year 2020-21. The business now contributes more than 50% to family income.



Social Impact:

Increased income has led him to repay his debts and spend more on improving his quality of life. His experience with the DDSolar refrigerator has led him to install solar panels for powering his home.