

Solar-Powered Food Truck: Energizes a Young Family

Location: Palghar, Maharashtra

Use Case: Food Truck

Background:

The Kolekar's, Pari and Paresh, are young couple living in Kandivilli village in Wada block of Palghar district in Maharashtra. Parents of three children, the family runs a food stall selling snacks — vada pav and dabelis.

They did not have any chilling/cooling appliance like a grid-connected refrigerator and hence did not sell cold or chilled products. Their small business was not able to generate adequate margins for a comfortable life.

Earlier this year, with the support of MAVIM, the Kolekars received a solar refrigerator-equipped food truck from the DDSolar.



Solution	Size of Fridge: DDSF 150L	Size of Panels: 150W*3	Date of Installation: Jan'2020
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With this truck, they became one of a kind snack vendor in their district, expanding their product offering to include cold/chilled products and using the refrigerator to store perishables that would otherwise go waste.

Economic Impact:

Since they started operating solar refrigerator-equipped food trucks, their sales have improved, and their income has gone up by almost 50%. They generated a profit of INR 20,000 in five months. Sales were predominantly high in the summer months of April to June when the demand for cold/chilled products is high.

Social Impact:

With their truck being centrally located, they also attracted many customers who attend marriages in the vicinity. In the future, they plan to expand their offerings to include food items like meat and poultry, fruits & juices, and milk products, which can be stored in the solar-powered refrigerator. Pari believes that the solar refrigerator will provide their family with an improved quality of life.

