

One & Only Cool Shop Retailing Cold Drinks

Location: Kalahandi, Odisha **Use Case: Retail Shop**

Background:

Ms. Nibedita Nag is a 19-year-old young girl belonging to the Scheduled Caste community. Her father, Mr. Aemol Nag, works as a daily wage watchman with the Odisha Forest Department, and her mother is a vegetable vendor at Bishwanathpur around 15 km away from their home. The family is landless, and a petty shop is their primary source of income.



Nibedita has only studied till class 10, as sickle cell anaemia affliction restricted her commute. Thus, she took over the petty shop that her mother used to manage earlier. The shop is at the edge of a dense forest on the road to Lanjigarh and Bishwanathpur – block and tehsil towns. There are frequent power outages due to its remote location and weather disturbances like rain or windstorms. As a result, she could only sell items worth INR 1000 per day.

Solution	Size of Fridge: DDSF 200L	Size of 150W*3	Panels:	Date of Installation: Sep' 2020
-----------------	--------------------------------------	---------------------------	----------------	--

Last year, staff from DAPTA informed Nibedita and her family about the DDSolar solar refrigerator installation initiative for petty shops retailing groceries. The family was told that though the price of the refrigerator is over INR 100,000, it is being offered at subsidy with only INR 10,000 contribution as charges for transportation and installation.



The family made the contribution, and a 200-litre solar refrigerator with three solar panels was installed in September 2020. With the refrigerator, she could stock up water bottles and cold drinks, which could not be part of her product portfolio earlier.

Economic Impact:

There are many petty shops on the road where her shop is located, but since the solar refrigerator was installed, her shop became the *only shop on a 15 km stretch to offer cold bottled water and drinks*. The addition to her portfolio and the “chilling premium” that she can command has increased her average daily sales from INR 1,000 a day to INR 2,000-2,500. This sale enables her to turn a profit of INR 500-700 per day.

Social Impact:

These additional earnings have increased the household income. The family can now spend more on food items, on her siblings' education, and more importantly, on Nibedita's medical expenses, which were not possible earlier.