"Instead of continuously trying to improve performance to be more and more competitive, the idea is to create a platform that just meets the needs of consumers," Mr Sunderraman explains. "This way you can create a completely different market. Every disadvantage in society today that is not served is a potential new business."

To create an affordable and attractive food storage solution for people who had never used a refrigerator, Mr Sunderraman and his team turned the traditional product development process on its head. Translating their vision into reality was no mean task. "To convert an idea into a real business is a very painful iterative effort that involves a lot of sweat. It's not just a eureka moment," he explained.

The ChotuKool offers a low-cost, low-energy cooling solution for rural householders in India where an estimated 80 percent of the population do not use or have access to a refrigerator. (Photo: Godrej & Boyce Manufacturing)

ChotuKool

India, Mumbai

ChotuKool is an innovative approach to tackling the problem of food shortage in India.

Intelligent cooling   Using low energy

Reducing GHGs   Cooling with 12-Volt

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

13 CLIMATE ACTION