



MITTI COOL

"The Village Fridge"

Case Study



Empathise

1

Preserving Culture

Mitthicool uses traditional crafts and techniques that are lost

2

Sustainable Impact

Reducing the amount of electricity and plastics used

3

Accessibility & Affordability

Many such products are inaccessible to low-income households



Catalyst

2001 Bhuj Earthquake

“Garib Ka Fridge Tut Gaya”

-Sandesh Gujrat
Daily Newspaper



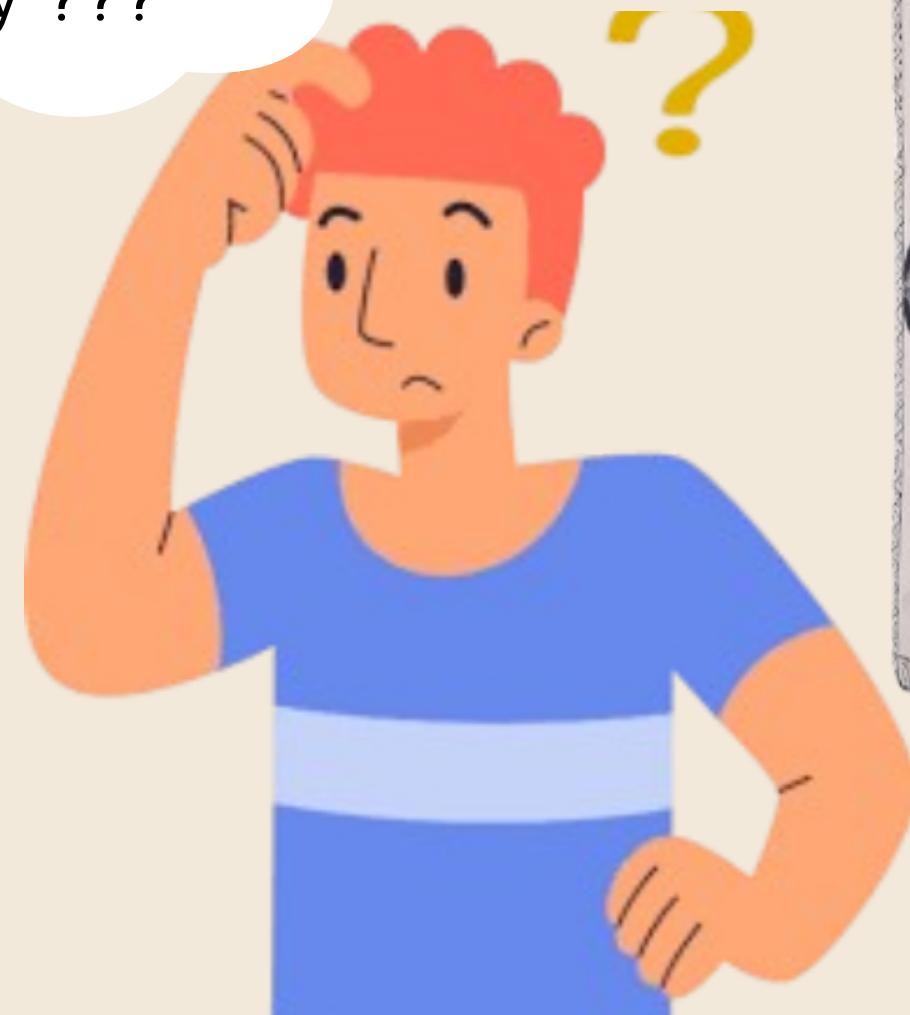
Ideation Journey!



Concept Development >> Challenges Faced >> Ideation's Impact



Refrigerator of
clay ???



- clay's natural cooling properties.
- affordable, electricity-free refrigerator.

- Scepticism
- design and materials.

- traditional craftsmanship meets modern needs.

Design

- Environment friendly, sustainable, clay based kitchen products
- Natural clay helps maintaining nutritional value and maintaining at optimal temperature
- Designed to function without electricity
- Clay utensils helps maintaining pH levels of food and water



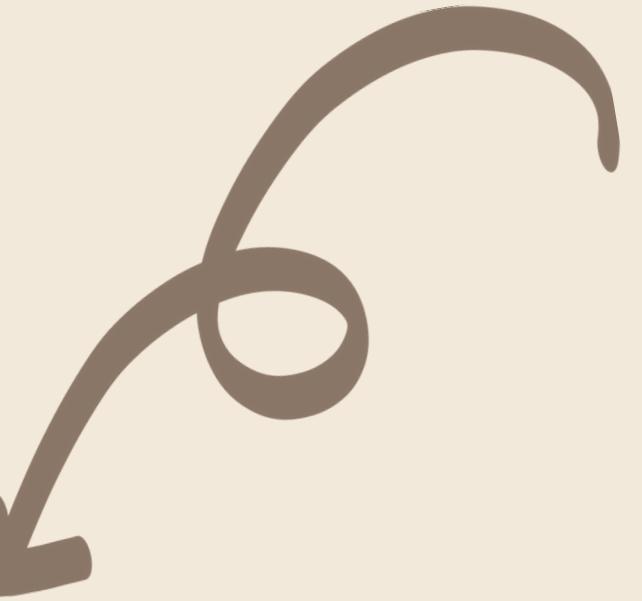
Design

- Fridge that does not require electricity
- Works on principle of evaporation
- GIAN (Grassroots Innovation Augmentation Network) principle assisted him in various stages of product development including refrigerator.



Prototype and Testing

- Idea generation
- Selection of materials
- BUILDING THE PROTOTYPE
- Firing
- Testing
- Implementation of feedback
- Finalizing the prototype
- Preparation for mass production



- Material testing
- Performance testing
- Safety and compliance testing
- User testing
- Batch testing



Achievements



BY:

Nandini Vyas C104

Pearl Mody C114

Preksha Dewani C120

Rajita Deliwala C124