

A Case Study on “Disruptive Innovation” - Transforming Rural India

By

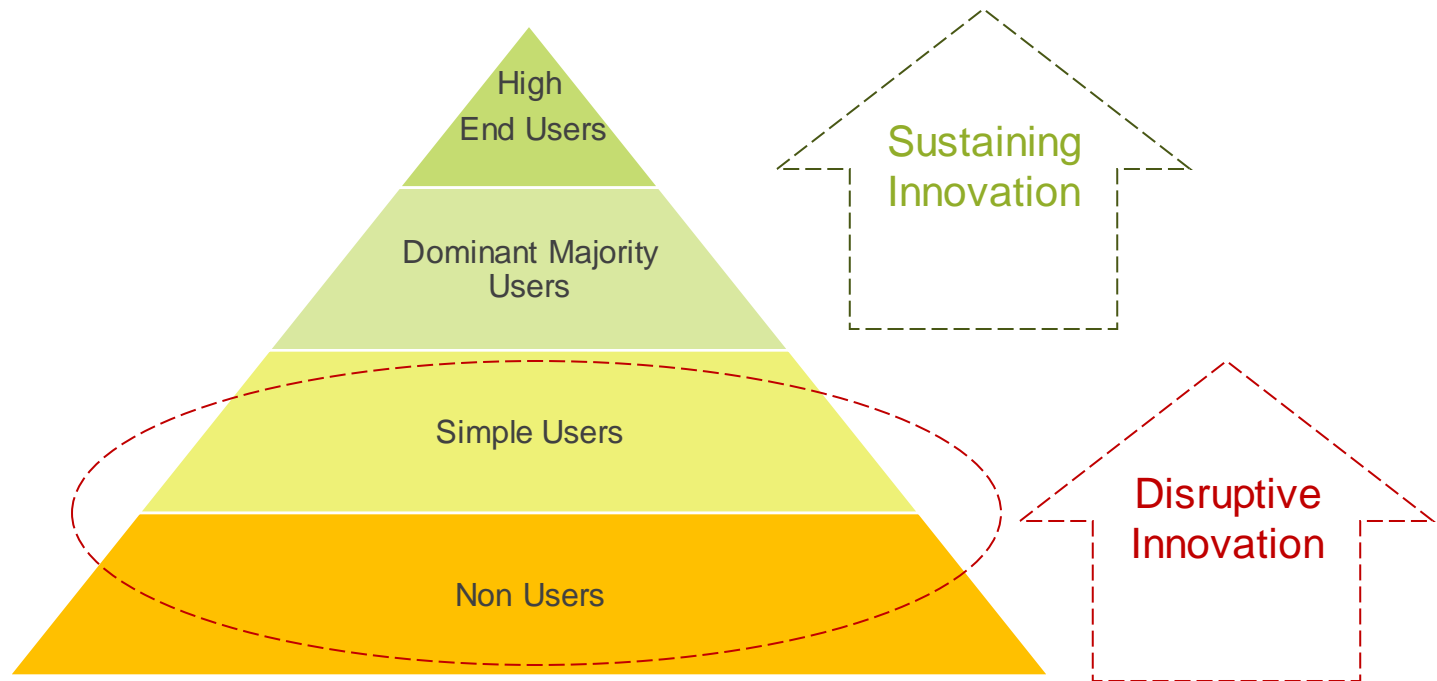
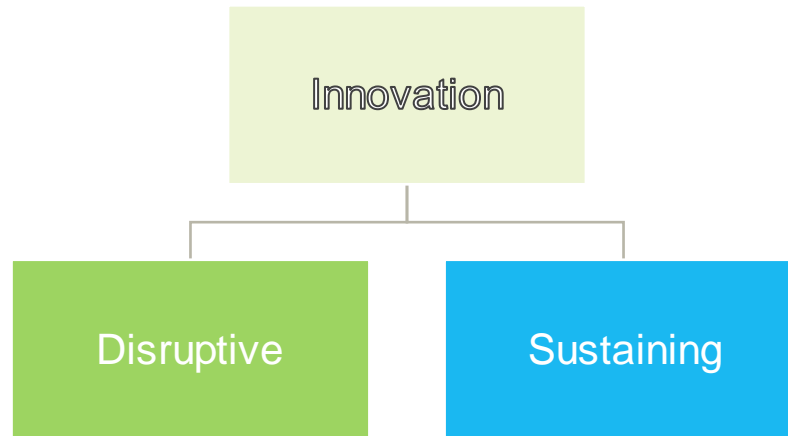
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What is a Problem?

- 80% of the Indians does not have a “Refrigerator”
- How does a Rural Residence also buy a refrigerator as an Urban Residence
- How can a Rural Residents can enjoy the cool water in summer and store the fruits and vegetables for longer duration
- Have the refrigerator for a Rural Residents (Villagers, farmers, etc) in an affordable budget

Innovation Types



Consumer Insights and Latent Needs (VOC)

- Consumer insights, the habits and life of the people in the rural India and BOP families
- Most of the people purchase their needs for a day or two at a time
- People live in small dwellings of 150 sqft
- Living room turns into the bed room in the night

Chotukool was created based on many of these latent needs and almost invisible insights

Chotukool – An IDEA of Disruptive Innovation

- An innovative tiny refrigerator by Godrej & Boyce
- It is in common with computer cooling systems than other refrigerators
- An answer for many of the urban Indians
- An economic, effective, portable, battery operated refrigerator improving the lives of many Indians
- It can store daily items like, vegetables, water, milk, juices without a compressor



Features of Chotukool

- Chotukool is a 43 L solid state cooler that uses no compressor or refrigerants
- It operates on 12V DC –can work on battery, inverter or even solar power
- It is 7.8 Kg, in weight and easy to move
- It keeps daily need food fresh and cool between 5°C to 15° C in the typical ambient in the house
- It is priced between Rs 3500 and Rs 3800 in the market



Sales, Promotion and Distribution

Methods adopted for the complete Supply Chain:

1. Partner with India Post for maximum reach
2. Micro finance institutions
3. Self help groups

Sales, Promotion and Distribution

India Post	Micro finance institutions & Self help groups
<ol style="list-style-type: none">1) Biggest network2) Every rural and urban has posts offices3) Most trusted network4) Low cost5) Personal delivery to users6) Cash collection by India post	<ol style="list-style-type: none">1. Part of target group community2. District coordinates3. Training and presentation

Stakeholders and Benefits Due to Chotukool

Win – Win Situation

- **Small businessmen/Shopkeepers**
 - Earning increases from an investment on asset by storing the cold water, drinks and vegetables
- **India Post**
 - Able to earn more
 - Increased network
- **Entrepreneurial women SHGs**
 - More earning
 - Training
- **Society**
 - Low cost and low power cooling device
 - 80% of Rural Indian people still do not have refrigerators

Thank you