

Case Study on
Mitticool Clay Creation

a journey of enterprise by
grassroots innovator

Mansukhbhai Prajapati ,
Wankaner(Gujarat)

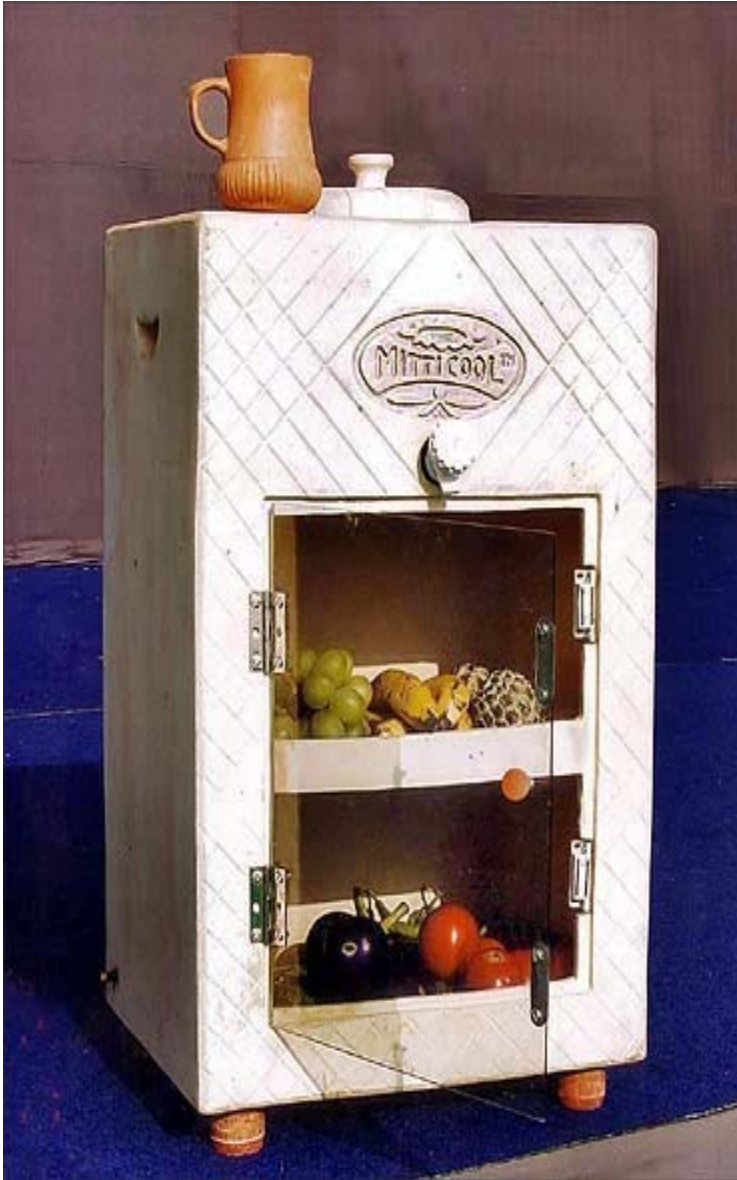
Mansukh Prajapati - inventor cum entrepreneur



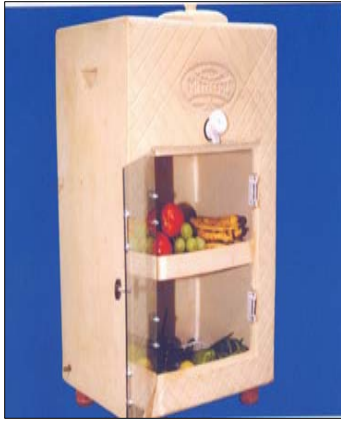
Pottery is the traditional business of Mansukhbhai's family at Morbi, Rajkot. But his father gave up this business because it didn't get much money to him. Mansukhbhai's father sent him to school in hope to get good academics and better life. But he was disappointed when he failed in the tenth standard. He did various odd jobs at various places.

- Mansukhbhai settled to his family profession and create niche name by inventing innovated clay products named Viz; Mitticool Fridge , Non Stick Clay Tawa and Clay Cooker .
- He himself commercialized these products and now considered as a successful entrepreneur.
- People considered him incapable earlier are now saying, "You are the pride of our community!"

Mitticool, an eco-friendly refrigerator



- During the 2001 earthquake, all earthen pots were broken in Morbi area. Photographs of broken earthen pots appeared in newspaper with sentence that GARIBI KA FRIDGE TUT GAYA.
- It inspires Mansukhbhai invent economical refrigerator which can be afforded by poor people also.



Mitticool is a natural refrigerator made entirely from clay to store the vegetables and fruits and also for cooling water. It provides naturally coolness to the stored material without requiring any electricity or any other artificial form of energy.

It does not require any electricity or any artificial energy and therefore no recurring cost

Can be used to store drinking water as well as keeping vegetables, fruits, milk etc

Fruits, vegetables and milk can be stored fresh without deteriorating the quality for 2 to 3 days.

Better preserves the original taste of the fruits and vegetables.

Very good alternative for the rural people who cannot afford the conventional refrigerator

Non-stick Earthen Tava



Non Stick coated Tawas are essential part of kitchen to prepare low oil food but the conventional Non Stick coated tawas is costly and its life is about one year. He is master of making clay tawas and he learned the modern technology of Non Stick coating. He used black Non Stick because black colour is a good heat absorber that is good for the cooking.

- Non-stick coating provides low oil cooking facility.
- Non-stick surface prevent to sticking of food at bottom.
- Food grade Non Stick gives a healthy food.
- Clay generates a unique taste to the foods.
- Life of Non Stick is equal to conventional coated tawas.
- Cheaper cost makes it affordable.

Clay cooker

It is a cooker made from clay material having simple whistle to release the extra pressure generated inside the cooker during cooking. It has a backlight handle for holding the cooker. It has two clamps and rubber ring for locking the lid of the cooker.



- Makes Tasty Food
- Keeps Food Sweet
- Keeps body healthy

Other innovative clay products by Mansukhbhai



Role by played by GIAN and NIF

Testing

- Testing of clay tawa at Institute of Chemical Technology University of Mumbai
- Testing of Mitticool at KVK Bharuch

Product Development

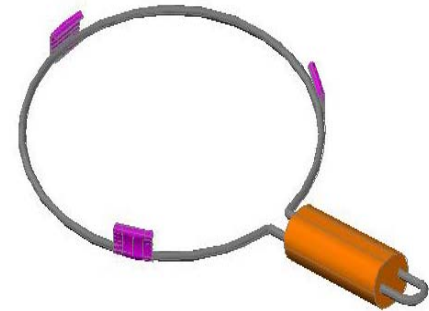
Value addition, product refinement & packaging

IPR Protection - Design & Trademark registration

Business Development:

Venture support for enterprise development

Marketing support - Tie up with Future Group



Products displayed at Big Bazaar

GIAN & NIF helped Mansukhbhai to collaborate with Future Group to sell his products at the different branches of Big Bazaar.



Achievements



Sold about 1,00,000 tawa,
5000 mitticool & 500 cookers.

Covered by Discovery channel

Mitticool was showcased at a conference organised by the Centre for India and Global Business, Judge Business School, University of Cambridge, UK in May 2009.

Bosch and Siemens Hausger te (BSH), Germany, has also showed interest in Mitticool.

Many units of Mitticool have been exported to the UK, Africa and Nairobi.

Recognition.....

Receiving NIF from Honorable President Pratibha Patil



His goal...

Mansukhbhai wants every Indian to have access to his products.

He says, If more people use our products, it will create more awareness about such low-cost products that are a healthy and cost effective alternative in the long run.

Advice to Entrepreneurs

His advice to budding entrepreneurs is: Never think about failures. Never give up.

Put your heart and soul into what you want to do.

Always follow the right path and have patience. Keep working hard.

Awarded ISO
certification to
Mitticool Clay
Creation -

first grassroots
innovator who
received this
recognition



Contact Details:

Innovator:

Mansukh Prajapati

Mitticool Clay Creation

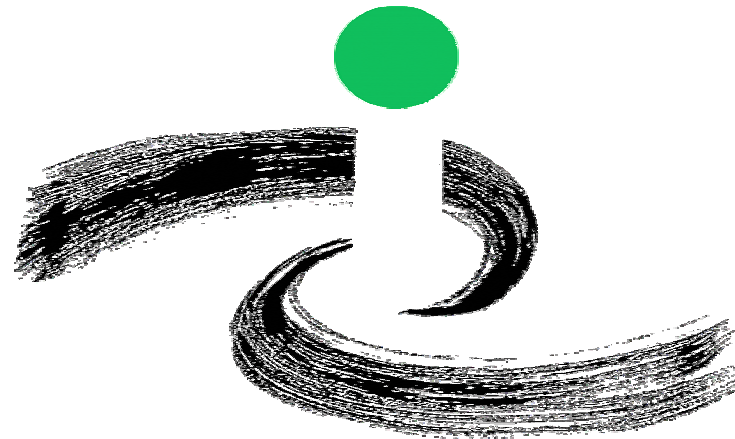
Website: www.mitticool.in,

E-mail:- info@mitticool.in

Phone No.:- (02828) 221156 (M) 0-9825177249



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National Innovation Foundation
www.nifindia.org