

Name of the Event: Fruel Market Survey

Date: 1st September 2021

Venue: Local Market

Participants:

1.Ritwika Chattopadhyay

2.Pritha Chowdhury

3.Arghadeep Sadhu

Brief Description:

We are a team with a truly interdisciplinary approach to innovation. As we incorporate the nuances of food science and thermodynamics in our novel technology, we are attempting to build a sustainable business that will alleviate the deteriorating environment and impact the lives of at least a million individuals in a span of 10 years.

In a country like ours where millions of lives can't ensure 2 square meals a day it is indeed unfortunate to see the amount of food that is wasted. One such waste food product is fruit peels. While India produces a decent quantity of citrus fruits which is consumed and treated to meet different requirements, a large quantity of the fruit peels hence produced goes down the drain. We provide a solution where these fruit peels are constructively put to use to produce a cheaper and more efficient fuel alternative that challenges the already existing solutions like kerosene, coal etc.

In R&D stage, Oil extracted from lemon peels was fermented to produce a flammable liquid with a high calorific value. This liquid was mixed with pectin extracted from the same lemon peel to make our product, Fruel, a gel fruit fuel with 0 harmful emissions and high value for money.

Our potential customer base comprises of the huge unorganized food sector prevalent widely across the globe in general and India in particular. We wish to start with Indian metro cities which are closer to orange and lemon farms as well as close to the industries that make use of orange pulp. Using Fruel can lower the operating costs of the roadside food stalls to a significant extent which ensures saving more money to feed more mouths with better quality food. Besides that it ensures a safer and cleaner environment which is definitely a much needed concern of present times.



