



# Arth to Arth

*Resources to Prosperity*  
*MittiCool*



## Shodhyatra 2024

# Mitticool Ubercool

*Prithviwali mitti in his hands, with which he sculpts magic;  
Jal, which befriends the Mitti to give shape to his imagination;  
Agni brings pain, but this Tap brings about firmness to the form;  
Aakash, the space within, which gives meaning to the creation;  
Vayu, through Pavanputr, blesses the creator for his sukarm!*

*Thus align the Elements of existence  
For the inventor with a higher purpose, a Swadharm  
Health and economy for the customer  
Respect for Mother Nature maintains the ecology  
Bringing benefit to many, detriment to none*

*Traditional Kumhaar, blessed by Brahmadev himself  
Clay artisan, nay artist and inventor  
Literacy minimum but wisdom maximum  
Such is the master called Mansukhbhai  
No coincidence, that he is a Prajapati (Leader of people)*

*Innovations are not created by him  
Innovations happen through him  
Fame and prosperity seek him out  
Yet he remains firmly on the ground,  
Just like his ally, the Mitti, which is forever cool!*

गुरु कुम्हार शिष कुंभ है, गढ़ि-गढ़ि काढ़ै खोट ।  
अन्तर हाथ सहार दे, बाहर बांहै चोट ॥

*The Swami is the Potter, the prakriti is the (unbaked) pot*

*The Swami gives shape and cures the flaws with care*

*Protecting (always) with palm from inside*

*While pounding the pot from outside*

संपाद्यत्यसंपन्नाः प्रकृति आत्मवान्  
नृपः

Sampādayatyasampannāḥ  
Prakṛtīrātmavānnṛpaḥ (K.A.  
6.1.16)

Mansukhbhai Prajapati, hailing from Wankaner, a small town in Gujarat, built an ecosystem of Mitticool - innovative clay products, aimed to connect the people to clay and soil. He started when prakriti did not exist, and has now built a running ecosystem that sells innovative clay products like the fridge, tawa, etc. across the globe.

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# About Us



Living Philosophy Study Group (LPSG) is a learning community of professionals who are keen to study Shaastras and also inspired to apply it in life – Personal as well as Professional sphere. The group studies Kautilya Arthashastra, Panchatantra and Patanjali Yog sutras.



Chiranjeev Gurukul (CG) empowers a generation to bring out the leader within! It focuses on growth and development thereby enabling people to seek their place in the world with renewed vigour. The course is driven by two of the most superlative disciplines ever known – Yog and Arthashastra.

# Shaastra



## Kautilya Arthashastra

Kautilya Arthashastra, written by Achaarya Chanakya in 3<sup>rd</sup> century B.C

Commonly understood as a treatise on statecraft, political science, economic policy and military strategy, is in true sense the science of Prosperity. Addressed to the Swami (the holistic leader), it encompasses all the seven element of Prakruti (the complete eco-system)



## Patanajali Yog Sutr

The Yoga Sutras of Patanjali, compiled by the sage Patanjali at least 1,700 years ago, is considered one of the main authoritative texts on the practice and philosophy of yoga.

The Yoga Sutras outline the eight limbs of yoga, which teach us the ways in which one can live a yogic life. It also describes the results of a regular, dedicated practice.



# *What to Expect*

## TANTRA

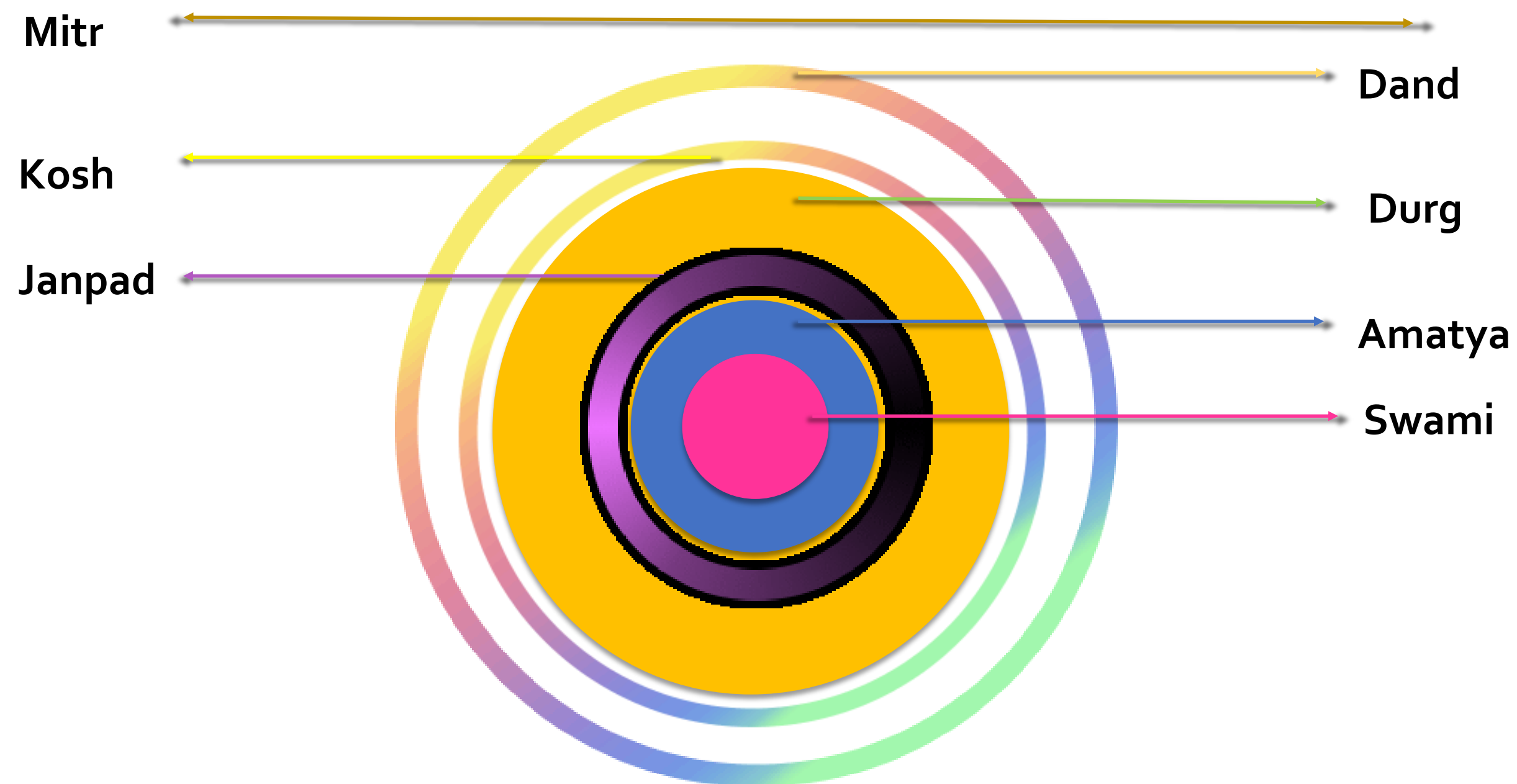
- Organization Structure: Saptaang Framework
- Leadership Mindset: PuLSE
- Excellences of a Leader: Swami Sampat
- Moral codes for a Leader: Yama and Niyama
- Leadership Mindset: Indriyajay
- Excellences of Prakriti: Elements of the Eco-system

## MANTRA

- The Leader and Leadership Mindset (Swami)
- Excellences of the Leader (Swami Sampat)
- The Ecosystem (Prakruti)
- Excellences of the Eco-System (Prakriti Sampat)
- Ever Evolving and Expanding Mindset



# How to View the Organisation based on Kautilya Arthashastra



**Swami, Amaatya, Janpad, Durg, Kosh, Dand, Mitrani Prakritayah**

**The Leader, The Deputy(ies), the Citizens, Infrastructure, Treasury, Team and the Allies, these are the constituent elements (of the ecosystem/ region of impact)**



# Our Findings

Pu

**His purpose.... For the Good of Mankind:** Mansukhbhai Prajapati's primary purpose is to innovate and create practical, sustainable solutions that improve the lives of rural communities. His journey began with the aim to make everyday products like refrigerators, water filters, and cookware that are environmentally friendly and affordable. Growing up in a potter's family, he witnessed the challenges faced by his community and committed himself to empowering potters through innovative, marketable products. His purpose extends to preserving traditional pottery while infusing it with modern functionality and sustainability..

Advocates for service (सेवा) over profit. The four Pillars are Traditional Art/ Skill, Customer Centricity, Environment Friendly products and Health benefits

L

**Legacy....** Mansukhbhai's legacy is one of innovation, resilience, and empowerment. He has transformed the perception of rural potters by showcasing how traditional skills can be combined with modern innovation to create impactful solutions. His inventions, especially the Mitticool Refrigerator, have garnered national and international recognition. Mansukhbhai dreams of inspiring the younger generation through films and other media, ensuring they do not lose courage and continue to innovate. His involvement in education, teaching young girls entrepreneurial skills, further cements his lasting impact on both the community and the broader society.

S

**Sustainability..** Sustainability is at the core of Mansukhbhai's work. His products are designed to be environmentally friendly, utilizing natural materials like clay and coal. The Mitticool Refrigerator, for example, operates without electricity, making it a sustainable alternative for rural areas with limited power access. His water filters use natural methods to purify water, reducing reliance on plastic and chemical-based solutions. By promoting sustainable practices in both production and usage, Mansukhbhai ensures that his innovations contribute to a healthier environment and a sustainable future. He believes in finding solutions to common problems and views his work as a duty to society.

E

**Economic..** Mansukhbhai's innovations have significantly contributed to economic wellbeing, both for himself and the community. By creating marketable, high-quality products, he has opened new economic opportunities for potters, enhancing their income and standard of living. His business ventures have expanded to include multiple factories, generating employment and stimulating local economies. Additionally, his approach to marketing and sales has helped Mitticool products gain a strong foothold in both domestic and international markets, further driving economic growth and stability for his ventures and the broader community.. Mansukhbhai's work has garnered significant attention and praise for its ingenuity and social impact, addressing both environmental concerns and the needs of economically disadvantaged communities.

*The Leader Brings prosperity to the Prakruti  
(The eco-system) and plays a vital role  
For which the SWAMI/NI needs to enrich ones  
own being with Variety of competencies as  
stated in Kautilya Arthashastra.*

*Those are known as Swami Sampat*

# Swami Sampat categories (Excellences of a Leader)

## अभिगामिका गुणा: (Inherent traits)

He is blessed to have been born with traits befitting that of a swami (nature)

## उत्साहगुणा: (Enthusiasm)

He is never short of zeal to learn and experiment to further his purpose

## प्रज्ञा गुणा: (Attitudes learning learning)

He has child like curiosity and is adept at building wisdom through a deep learning approach

## आत्म गुणा: (Leadership Skills)

He has nurtured himself to build all skills required of doing business, while discovering self, parallelly

# Our Findings – Swami Sampat

Swami Sampat	Meaning	Pratyaksh
1	महाकुलीनो From Noble Family background	Mansukhbhai come from a humble family background, from generation after generation of Artisan (Kumbhar) community. He has always stayed connected to his family roots and tradition. His trait of always assessing his community, from what his parents taught - seva (service) towards society.
2	दैवसंपन्नो Astrologically blessed - the fortune at the time of birth, impacts the path / journey of an individual	He wasn't able to afford a train ticket to Ahmedabad for meeting Anil Gupta, but he returned home with 10 lakh rupees. What was not in his control, he made in his control. He changed his destiny, his father had advised him to not become a potter as no one would marry him.
3	बुद्धिसंपन्नो Intellect (thinking person)	He merged Technology with Tradition, he invented his own technology and had excellent observation skills. Believes that problems come along with solutions. Discovered the clay refrigerator in 1990. 721 products so far. Believes in being a lifelong student and learner.
4	सत्वसंपन्नो Spirited in Action Goodness exhibited in behavior and action	Mansukhbhai is always on his toes to improve his products and innovation provides a sustainable and low-cost cooling solution, particularly beneficial for rural areas where electricity supply might be unreliable or non-existent.

# Our Findings – Swami Sampat

Swami Sampat	Meaning	Pratyaksha
5	वृद्धदर्शी Shows respect affinity and inclination towards वृद्ध	Mentored by Anil Gupta, who has been running Shodh-Yatras since 1990 to encourage innovators, Mansukhbhai received crucial support that helped him scale his innovations. Mansukhbhai's day starts with preparing tea for his father. He ends his day by midnight, ensuring to press his father's feet before bed, embodying his respect for family and tradition.
6	धार्मिकः Inclination towards righteousness [in thoughts and action)	His role model is Hanuman, symbolizing selfless service (Seva bhaav). Mansukhbhai draws inspiration from Hanuman's dedication and strives to emulate these qualities in his life and work. His day starts at 6 am with prayers.
7	सत्यवाग Truthful in speech	Emphasizes "no complaining" and avoiding harm to others or the environment, <b>speech is thus pure</b>
8	अविसंवादकः says what he does & does what he says	Never says "No," always says "I will try my best" <b>and then does so</b>

# Our Findings – Swami Sampat

	Swami Sampat	Meaning	Pratyaksh
9	कृतज्ञः	Attitude of gratitude	Mansukhbhai came from a humble family background, of Artisan (Kumbhar) community. Has - seva (service) attitude towards society. His early life of manual labor instilled in him a deep appreciation for hard work and resilience
10	स्थूललक्षो	A mindset of having lofty goals   higher purpose, driven from within	Mansukhbhai aims to build a public limited company within the next few years, reflecting his ambitious vision for growth and impact. Always looking for new innovations to be made and in that thinking mode of how to improve, rectify and fulfill the customers' needs.
11	महोत्साहो	mighty enthusiastic	Known for his tireless work ethic, Mansukhbhai's daily routine is rigorous. He wakes up early, engages in religious rituals, and spends his day managing various aspects of his business. He remains hands-on, monitoring production processes, and maintaining a close relationship with his team. Always thinking about how the lives of his family, community, country and world can be improved and made easier.
12	अदीर्घसूत्रः	does not procrastinate	As soon as a customer has a personal need, E.G. when he was requested to make an insulin fridge for diabetic people, which does not require electricity, jumps to it.



# Our Findings – Swami Sampat

Swami Sampat	Meaning	Pratyaksha
13	दृढबुद्धि Determined   resolute   commitment   conviction	He embraces failure as a stepping stone to success, maintaining patience and perseverance. His belief that happiness comes from persistence and achieving success after overcoming challenges is a testament to his positive mindset. He took 5 years to perfect and complete his Mitti fridge for distribution, which he did tirelessly with sheer determination, along with the pressure put on his shoulders of paying back the loan. Akhandadiya, he kept thinking and changing the shape of the product by microns, in order to make it working. He would cycle 200 km everyday to different villages everyday.
14	शक्यसामन्तो Not surrounded by weak kingdoms/ princes; has grown up without much conflicts in life	-----
15	अक्षुद्रपारिषत्को Not surrounded by low order / dubious people	He carefully selects distributors, whom he knows personally, so that full customer satisfaction can be fulfilled. He only expands when he knows that the distributors aren't money-driven, rather customer-driven. The distributors are perceived and chosen by his younger son, Raja.
16	विनयकाम Desirous of a disciplined mind/one who has the inclination to be trained	Believes in keeping emotions in control and focusing on creation. He has discipline in his mind, starting the day by making tea for his father, and ending the day by pressing his feet.

# Our Findings – Swami Sampat

	Swami Sampat	Meaning	Pratyaksha
17	शुश्रूषा	Burning desire to learn -	His strong desire to learn (Sushrusha) is evident in his pursuit of innovative cooling tiles, seeking knowledge from sustainable architecture experts.
18	श्रवण	Listen with your mind, heart and body.	He listens with full attention (Shravan), as seen in his interactions with mentor Anil Gupta, ensuring he fully grasps new concepts.
19	ग्रहण	Actual learning / absorption	He quickly absorbs new information (Grahan), such as the principles of water filtration, or Akhand Diya
20	धारण	Retention of the learning	Mansukhbhai retains important skills over time (Dhaaran), blending traditional pottery techniques with modern enhancements in all his products
21	विज्ञान	Thorough understanding and reflecting	Reflecting on past experiences (Vigyaan), he continuously improves his innovations, exemplified by the Mitticool Refrigerator.
22	उह अपोह्	Introspection (Internal) - self evaluation and Rejecting the false view	He introspects and self-evaluates (Uha), refining the aesthetic appeal of his cooling tiles or the refrigerator based on market feedback. Rejecting incorrect views (Apoha), he persisted with the non-electric fridge despite initial skepticism, proving its viability.
23	तत्वाभिनिवेशः	Steadfast adherence to conclusions	He holds onto and applies valuable lessons (Tatva abhi Nivesha) about sustainability, ensuring his products promote environmental well-being, such as his eco-friendly refrigerator and cooling tiles.

# Our Findings – Swami Sampat

Swami Sampat	Meaning	Pratyaksh
24	शौर्यम् courage   valour within   boldness	After failing his 10th grade exams, he showed boldness by starting a tea stall. This venture led him to take on the challenge of tile production for a factory, marking his first significant step into entrepreneurship and laying the groundwork for future innovations. Courage to build on his ideas.
25	अमर्ष Passion the ability to face the outcome of the steps taken with courage.	His early life was marked by manual labor and significant hardships, including an eye injury while working with his father. These experiences taught him to endure tough situations and continue striving for success despite numerous obstacles. Also, worked hard to repay the 19 lakh loan. Mansukhbhai is always innovating, never sits idle..
26	शीघ्रता Sense of urgency	Managing his factories, Mansukhbhai instills a sense of urgency in his team, ensuring that production timelines are met without compromising on quality. This approach is particularly evident in the timely manufacturing and distribution of his various pottery products. The production staff are well monitored to ensure the work is delivered on time.
27	दक्ष्यं Agility –the quality and the speed of response	His daily routine, which starts at 6 am and involves managing multiple factories and ensuring product quality, demonstrates his agility. He moves efficiently between tasks, from overseeing production to interacting with customers, ensuring everything is done promptly and to a high standard. Mitticool is a customer-focused company always considering customer needs, viz. pots, filters, refrigerators, spoons, etc.

# Our Findings – Swami Sampat

Swami Sampat	Meaning	Pratyaksha
28 वार्मी	The effect of spoken communication should be like how ink gets absorbed by a white cloth	During an event where he spoke about the Akhand Diya, his eloquence in describing its design and benefits not only highlighted its utility but also motivated many potters to adopt similar innovative approaches in their craft. Also, he never fumbles while presenting to a larger crowd. He is very focused on communicating the benefits of his products and their impact.
29 प्रगल्भः	Resilience, fortitude and stoicness	When Mansukhbhai failed his 10th-grade exams and later suffered an eye injury, he demonstrated resilience by not giving up. Instead, he used these setbacks as stepping stones to eventually create successful products like the Mitticool Refrigerator, water Filter and many more unique products.
30 स्मृतिबलवान	Endowed with memory	He remembered names and professions of most of Shodhyatra members even on the next day, Upasana's Dancing profession and Vaishali's request for picture to name a few.
31 मतिबलवान	Endowed discerning intellect	Usage of clay and charcoal is a testament to his strong intellect. He effectively utilized his knowledge of local materials and traditional techniques to create a lab-tested, effective product.

# Our Findings – Swami Sampat

Swami Sampat		Meaning	Pratyaksh
32	उदग्रः	High thinking	His high thinking is evident in his innovative products that solve real-world problems. His attire is very simple. He speaks with lot of respect
33	स्वग्रहः	Simple living	Despite his success, Mansukhbhai maintains a simple lifestyle. He starts his day with prayers and ends it by pressing his father's feet, showing humility and dedication to his roots
34	कृतशिल्पो	functional skills	His ability to produce 700+ pottery products, (36 is the benchmark for master potters), is a clear indication of his extensive practice and expertise in his craft. From selling tea to travelling 200+ kms to sell Tawa, he has gained experience in multiple areas.
35	अव्यसनो	not being addicted to anything	He is not addicted to monetary value, but focused on his purpose. He has a balanced lifestyle, did not sound obsessed. Food habits are very simple and not fussy. Mansukhbhai's disciplined routine, which includes early morning prayers and continuous engagement in his work until midnight, reflects his commitment to avoiding distractions and staying focused on his goals.

# Our Findings – Swami Sampat

Swami Sampat	Meaning	Pratyaksh
36	दण्डनाय्य ability to lead an army	Mansukhbhai's management of his four factories with the assistance of his children highlights his effective leadership. He leverages the strengths of his team members, such as his son Ravi handling production and operations and Raja managing marketing and sales. His close relationship with his team, characterized by hands-on involvement and continuous monitoring of production processes, ensures that he understands and utilizes each team member's strengths to achieve their common goals.
37	उपकार अपकार योद्धाप्रतिकारी respond back in equal measure to someone who has done a favour or an emotional harm	When Mansukhbhai received support from his mentor Anil Gupta, he responded with gratitude and utilized the opportunities provided to scale his innovations, demonstrating appropriate acknowledgment of help. In cases where he faced criticism or challenges, such as the initial skepticism about the Mitticool Refrigerator, he responded with perseverance and improved his product rather than reacting negatively, showing his ability to handle adverse situations maturely. He also respects his competition and is not threatened by them.
38	हीयमान Conscientiousness	Mansukhbhai quickly realized the need for eco-friendly and cost-effective solutions for rural communities. His conscientiousness led him to develop the Mitticool Refrigerator, which addressed the specific needs of areas with unreliable electricity. Ready to make mistakes to make them better. Adjusts his products as per the need of the customer, viz. refrigerator for insulins and vaccines
39	अपात् प्रकृत्यो विनीयोक्ता take action in an equanimous manner in normal circumstances and in adverse circumstances	During the development of the Mitticool Refrigerator, he worked tirelessly for five years to perfect the product, showcasing his disciplined approach to achieving his goals.. Mansukhbhai maintains a strict daily routine, starting his day early with prayers and spending hours overseeing factory operations. His consistency ensures that his business runs smoothly.



# Our Findings – Swami Sampat

Swami Sampat	Meaning	Pratyaksha
40 दीर्घदूरदर्शी	दीर्घ far in terms of influence दूर far in terms of time	Mansukhbhai is already ahead of his time. Always focuses on solutions for the benefit of larger community rather than finding faults. His goal of creating a public limited company reflects his long-term vision. He is preparing for this by expanding his market reach and establishing robust manufacturing processes. His efforts to integrate pottery into school curriculums and teach girls about Mitticool demonstrate his vision of fostering future generations of entrepreneurs and preserving traditional crafts.
41 देशकालपुरुषकारकार्यप्रधानः	Precision or mastery of response depending on where, when and through whom the work has to be done	His decision to use locally available materials like clay and charcoal and villagers staying around the factories and using Narmada river water to help in production exemplifies his understanding of the importance of using appropriate resources effectively.
42 संधिविक्रमत्यागसंयमपण	to know when to go for sandhi, vikram, tyag and holding on	During negotiations with distributors facing financial crises, he opted to work collaboratively to find solutions rather than escalate conflicts, demonstrating his preference for maintaining harmonious relationships. In negotiations with partners and distributors, he focuses on long-term relationships and mutual benefits, sometimes letting go of immediate profits to achieve greater future success. They were unhappy with the distributor in Mumbai because they were more financially inclined and not aligned with Mitticool's vision, hence Mitticool gave the distributor up. They are ok if distributors sell the competitor's products alongwith that of Mitticool
43 परच्छिद्रविभागी	knowing the vulnerability of the opponent	In the competitive market of household products, Mansukhbhai identified the lack of affordable, eco-friendly alternatives, healthy products and used this gap to position his Mitticool products as superior options. When dealing with competitors who used more expensive materials, he leveraged the cost-effectiveness and environmental benefits of his clay products to appeal to a broader customer base. Mitticool feels they do not have a direct competition however they try be the best in the market

# Our Findings – Swami Sampat

Swami Sampat	Meaning	Pratyaksha
44 संवृतोऽदीना	guarded behaviour	Mansukhbhai's respectful treatment of his team members, regardless of their role, ensures a positive and inclusive work environment. His equitable approach has fostered loyalty and collaboration within his team. His interactions with customers, distributors, and mentors are marked by humility and respect, reinforcing his reputation as a dignified and considerate leader
45 अभिहास्यजिह्वाःभृकुटिक्षणः	not laughing in a undignified manner; having a frownless face and looking straight into the eye of people	During our interaction with him, Mansukhbhai maintained a professional demeanor. His poised demeanor during negotiations and discussions ensures that he is perceived as a stable and reliable leader, even when under pressure.
46 काम.क्रोध.लोभ.स्तम्भ.चापल.उप ताप.पैशुन्य.हीनः	devoid of lust, anger, greed, inertia, fickleness, irritability and wickedness	He avoids negative traits by adhering to a disciplined lifestyle that includes regular prayer, hard work, and a focus on service, which helps him stay grounded and motivated. His family never complained about food and ate whatever was served to them happily.

# Our Findings – Swami Sampat

Swami Sampat	Meaning	Pratyaksha
47	शक्लः sugar on the tongue & ice in the head.	He refers to his employees as brothers and sisters and speaks accordingly
48	स्मितोद always smiling	His pleasant and dignified manner when addressing large audiences or engaging with community members reinforces his image as a compassionate and approachable leader.
49	अग्राभिभाषि language - pleasant, befitting a swami	He speaks in a very simple and clear language. He speaks in Hindi and Gujarati and is proud of it. Speaks calmly when addressing people.
50	वृद्धोपदेशाचार following in behaviour what has always been said by acharyas and elders	Mansukhbhai credits much of his success to the guidance of mentors like Anil Gupta, whose advice has been instrumental in scaling his innovations and expanding his business. He applies the principles and teachings of Hanuman, his role model, to his daily life and work, emphasizing selfless service and dedication, which has guided his decision-making and leadership style.

*Just like Kautilya set guidelines for Governance of State, Rishi Patanjali has provided guidelines for Self Governance to take oneself to the highest potential of Human*

*These are called Patanjali Yog Sutra*

# Yam-Niyam (Patanjali Yog Sutras)

Yam and Niyam are the first two limbs of the eightfold path outlined in the Patanjali Yoga Sutras.

Yam consists of ethical guidelines or restraints, whereas Niyam comprises personal observances or disciplines. These principles form the foundation for a great leader

अहिंसा – Non-violence

सत्य - Truth

अस्तेय – Non covetousness

ब्रह्मचर्य – Right use of the energy / walking in awareness of the highest reality

अपरिग्रह - Non-possessiveness or non-grasping with the senses

शौच - Cleanliness and purity of body and mind

संतोष - Attitude of contentment

तपस - Austerity or Discipline or Training of the senses

स्वाध्याय - Study of Self (Reflection & Introspection)

ईश्वर प्रणिधान - Attitude of letting go into one's source

# Our Findings – Yam (PYS)

1	अहिंसा	Mansukhbhai chose to be patient when faced with skepticism and criticism about his innovative products like the Mitticool Refrigerator. Instead of reacting with anger or aggression, he patiently continued improving his designs, gaining respect and acceptance over time. Creates natural products that does not harm the environment. Campaign for bird feeding in June
2	सत्य	Mansukhbhai faced financial difficulties in the early stages of his business, and was always honest and transparent about his situations. Although he cheated by writing exam on behalf of his friend, he admitted that it was pure seva and is not ashamed of it.
3	अस्तेय	He is a selfless person, always working for the benefit of his community. He did not seem to be financially inclined only. His focus is on innovation and community service. Takes care of wedding arrangements of his employees
4	ब्रह्मचर्य	Mansukhbhai is known for his disciplined routine, in dedicating specific hours to innovation, production, and community engagement. When working on the Mitticool Water Filter, Mansukhbhai focused his efforts on perfecting the design and functionality rather than diversifying into too many projects at once
5	अपरिग्रह	Mansukhbhai has often shared his knowledge and innovations with other potters and entrepreneurs without expecting anything in return. For example, he has conducted workshops and training sessions to help others learn how to create eco-friendly products, demonstrating his commitment to non-possessiveness.



# Our Findings – Niyam (PYS)

1	शौच	Respects “mitti” – as it is in its purest form.. Respect for Hanuman and chanting Hanuman Chalisa purifies his soul.
2	संतोष	Mansukhbhai expressed deep contentment when his first product, the Mitticool Tawa, became popular despite limited resources. Instead of focusing on what he didn't have, he celebrated his achievements and remained grateful for the support from his community. When he received the advance from Anil Gupta for his innovations, he was satisfied with the progress and used the funds judiciously, showing contentment with whatever resources were available.
3	स्वाध्यय	After launching his products, Mansukhbhai regularly reflects on customer feedback and market responses. By reflecting on his past failures, such as the initial struggles with the Mitticool Refrigerator, he learned valuable lessons that guided his future innovations and business strategies.
4	तपस	His daily routine reflects his discipline. Mansukhbhai wakes up early, performs his morning rituals, and follows a structured plan to oversee the production in his factories. His commitment to maintaining this discipline ensures consistent progress and high-quality output.
5	ईश्वरप्रणिधान	He surrenders to the higher power for helping him throughout and that things fall in place through devotion and hardwork. He is not attached to his inventions. And keeps innovating new products. Eg:- variations of Mitticool refrigerator.

# Swami's (Mansukhbhai) Dincharya



**6:00 AM - Wake Up & Morning Rituals**  
**Wakes up** with a sense of purpose and discipline **and Touches Father's Feet**  
**Recites Hanuman Chalisa**

Followed by  
**Preparation of Tea and Breakfast:**  
Makes Tea for Father, Prepares Moong Khichdi



**7:30 AM - Arrives at the Factory**  
oversee the day's operations

**7:30 AM - 9:00 AM – Monitors Tiles Production** at the mud tiles at the first factory

**9:00 AM - Showroom Visit:** NH8 in Wankaner.  
Interaction with customers and checks on the display and sales of his products

**10:00 AM - Second Factory Visit:** checks the production process is smooth and addresses any issues

**12:30 - Lunch and Third Factory Visit**  
oversees the manufacturing process, ensuring the quality standards for refrigerators

**3:00 PM** - Finishes various day-to-day operational work, Strategy meetings concerning new products, future projects, production and marketing strategies




**Evening Routine:** continues to work until late in the evening, driven by his passion for innovation and dedication to his mission


**Bedtime Rituals** - performs a final act of devotion and respect by pressing his father's feet

**Never Gets Tired:** Throughout his day, Mansukhbhai remains energetic and positive. He approaches each task with enthusiasm and never complains, embodying the spirit of resilience and dedication. His unwavering commitment to his work, family, and community is a testament to his leadership and exemplary character.

This detailed dincharya of Swami Mansukhbhai Prajapati reflects his disciplined lifestyle, strong work ethic, and deep-rooted values, which have been integral to his success as a leader and innovator.



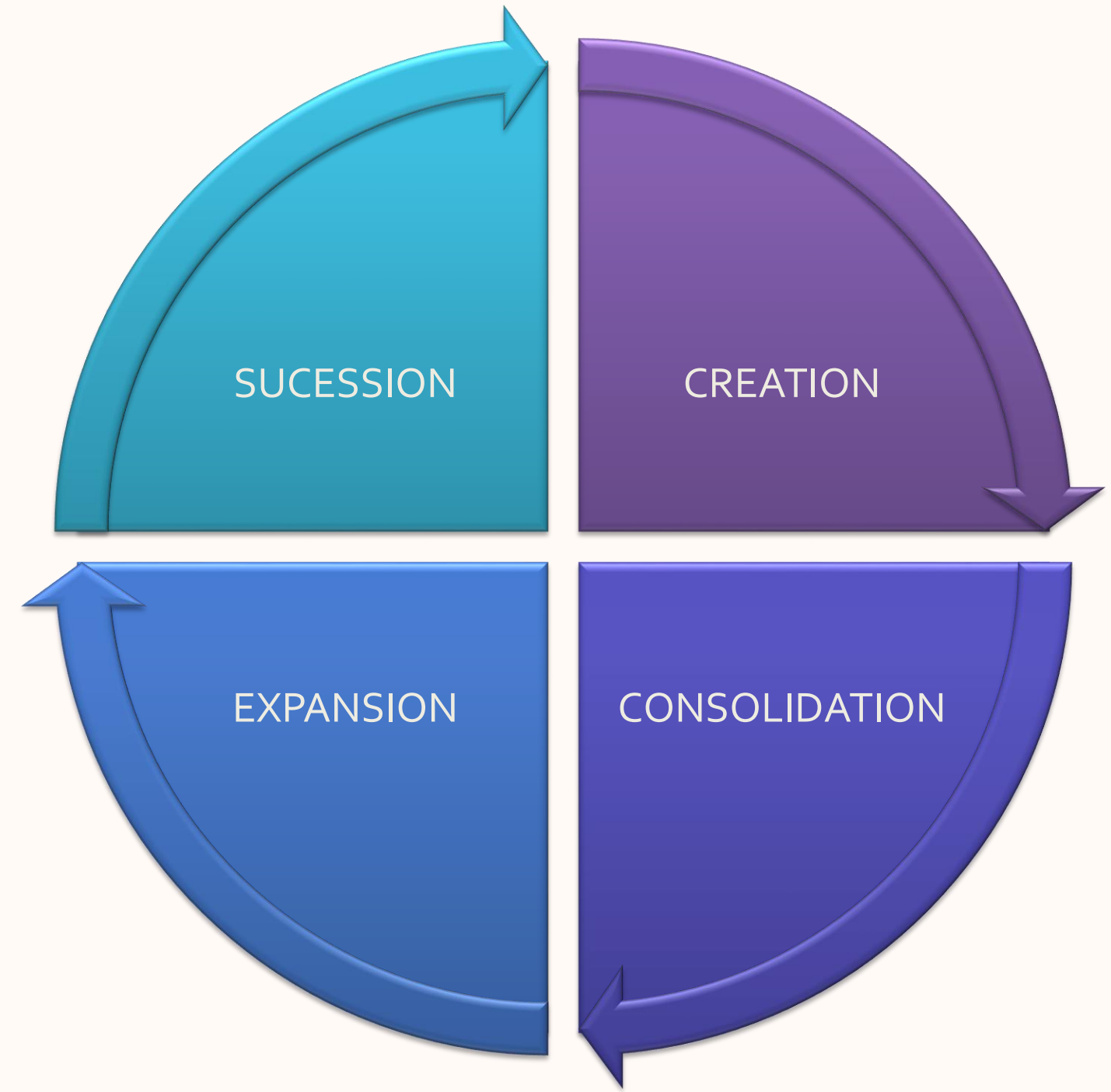
*From Swami/ni, flows the creation of  
the Prakriti which has its own journey  
characterized by 4 phases*



# Journey of Leadership/Organisation

Alabdhlabharthah labdhparirakshani  
Raksitvivardhani vruddhasya tirtha  
pratipadanich  
Tasyaamayatta lokyaatraa..  
(KA I. 4. 3)

1. Bringing into existence (**Creation**)
2. Preservation of things possessed (**Protection and Consolidation**)
3. Augmentation of things preserved (**Expansion**)
4. Bestowal of things preserved...on a worthy recipient (**Succession and Renewal**)



## 1. अलब्धलाभ

**CREATION:** Mansukhbhai started Mitticool from a humble beginning with a big dream of preserving Bharat's ancient tradition of clay pottery and also preserving the environment. Faced with the devastating Gujarat earthquake in 2001, he innovated the Mitticool refrigerator, a clay-based product that addressed the needs of people without electricity. This innovation marked the creation phase of his enterprise, setting the foundation for future growth. Slowly and steadily it has firmly grown into a big set up of three factories and showroom with 700+ products and counting with undying commitment to the craft.

## 2. लब्धपरिरक्षण

**CONSOLIDATION:** After launching Mitticool, Mansukhbhai dedicated himself to perfecting his products and establishing a strong market presence. He ensured that the Mitticool refrigerator and water filter met high standards of quality and efficiency, thereby building a reliable brand reputation and solidifying his business foundation. Rooted in simplicity and Indian values, Mitticool embodies hard work, honesty, and continuous improvement. With unwavering determination and commitment to his craft, Mansukhbhai has successfully consolidated Mitticool and has involved his sons in the mission, preparing for the next phase of expansion.

## चतुष्टयम्

## 4. प्रतिपादन

**RENEWAL:** For Mansukhbhai, this principle of renewal manifests in his efforts to empower the potter community. He provides training and employment opportunities, ensuring that traditional pottery skills are preserved and passed on. Furthermore, his sustainable practices and eco-friendly products contribute to environmental conservation, giving back to nature and society.

## 3. रक्षितविवर्धन

**EXPANSION:** Mitticool is poised for expansion as Mansukhbhai, along with his two capable sons, Raja and Ravi, aim to transform it into a public limited company and dream of opening a clay craft school. This vision is complemented by ongoing product innovations and improvements. Mansukhbhai's innovations extended beyond the refrigerator, expanding the product line to include eco-friendly items such as cooling tiles, water filters, and the Akhand Diya. His relentless pursuit of innovation and commitment to sustainability has enabled him to penetrate new markets and achieve significant business growth.



# Our Findings



## Amaatya

Observation of 3 Amaatyas – Ravi, Raja and Brijesh

### Qualities:

1. Aligned to the purpose
2. Good knowledge about the of this respective fields
3. Decent Communication skills
4. Ravi and Brijesh appeared approachable and very helpful

### Improvements:

1. Need awareness of the outer world – not to copy but to understand
2. Need to be independent and innovative in thought process



## Janpad

Lower, lower middle, middle, upper middle, upper  
Qualities:

1. Aware about the Janpad needs
2. Strategies showcase that they are trying to cater to all levels of the society as per their needs
3. Ability to innovate as per the changing needs of the times
4. Focusing at short-term need (sukh) and long term benefits (Heet) of the janpad.

### Improvements:

1. Strategies needs to be seen in action more predominantly
2. Marketing and sales should be a larger focus for the Janpad to realise the holistic benefits of Mitticool
3. At operational level there are no products for upper class
4. Pricing strategy should be well thought of



## Durg

### 1. Virtual Durg:

- The purpose and values of the company are well observed till the Amaatya level

### 2. Physical:

- The availability of the physical durg is in abundance
- The focus on hygiene and health of employees should go up.
- Technology is optimally used – it is a good combination where innovation did not kill human need but leveraged it

### 3. Emotional Durg:

- The culture of the organisation is simple – it is absolutely based on relationship with employees and wage workers – without any set SOPs.
- Overall the employees appreciate culture.
- Wage workers do not appear worked up – as the choice of how much to work lies with them

### 4. Digital Durg

- It appeared like the organisation is recently started to explore Digital durg especially for their marketing. The use of QR code, Youtube etc is the example for the same. It has a long way to go. It is essential that it ensures the way they have got innovation in optimum quantity, similarly they use digital media – without losing the simplicity of the brand



# Our Findings (contd)



## Kosh

### Qualities:

1. Wealth acquired lawfully – wealth acquired by self and skills from the ancestor
2. Long term value – patenting of certain products (Diya, fridge, filter) as mentioned in the interview, existing land – 3 factories and 1 showroom, automation of process to make products



## Dand

### Qualities

1. Dand are young and happy
2. They are obedient and compliant but lack proactiveness and accountability
3. It is observed that the organization ensure that it takes care of the Dand's family during major events like wedding though there is no policy as such

### Improvements:

1. Standardize employee policies are missing
2. Dand at Showrooms need to be trained well for pressure times
3. Safety measures are required for the Factory workers



## Mitr

E.g. Dr. Kalam, Dr. Anil Gupta, Vendors

### Qualities

1. Mitrs have shared purpose
2. Mitrs come from renowned and reputed background
3. They have showcased urgency during tough times
4. Mitticool as well is been loyal to their old mitrs e.g. dealers by not shifting the entire business to online model

# Amaatya Sampat at Mitticool

Amatya Sampat	Meaning	Pratyaksha
Janpado	Having local connect, knowing the janpad very well	<ul style="list-style-type: none"><li>• Seen through ability to create 5 part classification – lower class, lower middle class, middle class, upper middle class, upper class</li><li>• Mitti Cool, Mitti Kala</li><li>• Putting in the showroom and putting in room?</li><li>• Swami has trained the Amaatyas who are typically relatives</li><li>• His own people are Amaatya</li></ul>
Abhijata	One with a noble background, who the prakriti can bank on. Also establishing relation between the amatyas and janpad	Two of the Amaatyas are Mansukhbhai's sons - hence have had the opportunity to observe him since childhood
Swavagra	Producing high output with minimum inputs, Simple living but high thinking	<ul style="list-style-type: none"><li>• It was seen in Ravi, Raja and Brijesh</li><li>• Wastage is very low</li><li>• 700 products – marketing strategy</li></ul>

## Our Findings: : Amaatya Sampat

Amatya Sampat	Meaning	Pratyaksha
Krutashilpa	Know-how of all processes in that area, and to be able to build diversity around these functions	<ul style="list-style-type: none"><li>• Yes, amatyas have learned on ground, one</li><li>• They could answer everything well</li><li>• Raja has a clear understanding of his strategy</li></ul>
Chakshushman pragnyo	Ability to see the near and far future	<ul style="list-style-type: none"><li>• Perspective for current time is correct</li><li>• Perhaps, future need to be thought</li><li>• Knowledge on packaging by Ravi is good, as per the price of product the price of packing should be</li></ul>

## Our Findings: : Amaatya Sampat

Amatya Sampat	Meaning	Pratyaksha
Dhaarayishnu	Persevering, while being patient	<ul style="list-style-type: none"><li>• Ravi shared that a few retail stores need to be observed now and then after 5 years from the learnings they will come up with 100 shops</li></ul>
Daksho	Agility and flexibility, not just physically but mentally as well. The amatya's ability to convert the present situation to their advantage	<ul style="list-style-type: none"><li>• Manufacturing setup 2-3 years back was dismal. They divided the problems and address them into part by part and ensured Kosh is strategically considered</li><li>• There was no rigid thinking with respect to having a store online on a platform like Amazon; they found a way out that didn't involve e-commerce on a large scale.</li></ul>

## Our Findings: : Amaatya Sampat

Amatya Sampat	Meaning	Pratyaksha
Vagmi	Choosing the right words, to bring all the stakeholders together on the purpose of the organisation	<p>Communication skills were very good. Raja showed amazing understanding and Ravi was able to connect with all stakeholders from driver to experienced person</p> <p>Intern was telling, girl who was working for 2 years along with her younger sister – these are trained by Raja</p>
Pragalbha	The right attitude of expression	<ul style="list-style-type: none"><li>• Felt more in Ravi's case: during the meeting with him it was seen that he genuinely wanted the Shodyatris to see and understand the process.</li><li>• Hence was not impatient about them taking more time on the tour even though Mansukhbhai had called him twice.</li></ul>

## Our Findings: : Amaatya Sampat

Amatya Sampat	Meaning	Pratyaksha
Kleshasaha	Ability to manage and perform under pressure, in adverse conditions, thus creating success in unfavourable conditions for the organisation	<ul style="list-style-type: none"><li>• People are not using the products due to the fear of breaking, so they have come up with strategies so the customers overcome the fear and build trust</li></ul>

## Our Findings: : Amaatya Sampat

Amatya Sampat	Meaning	Pratyaksha
Suchi maitro	Affable, cannot be easily manipulated, but easy to talk to, thus building a bond with the danda	<ul style="list-style-type: none"><li>• Yes, clearly seen in all amatyas. Danda feel at home and mention the culture is free, comfortable and safe. The amatyas are careful about the danda</li><li>• Factory employees mention that there is no stressful supervision</li></ul>
Drudabhakti	Turn around and facing the leader, Transparency and loyalty, devotion to the purpose	<ul style="list-style-type: none"><li>• Both Amaatyas seem fairly dedicated to moving the organisation forward and to the purpose of bringing clay products back to Indian homes.</li></ul>

## Our Findings: : Amaatya Sampat

Amatya Sampat	Meaning	Pratyaksha
Sheel	Character	It appeared that Raja's words did not always match his actions and can be improved
Bala	Physical strength	By nature of the profession, seems essential
Aarogya	Immunity	Overall in good health and cheer
Satva yuktah	Well spirited actions	Since purpose is larger than individual good, action follows
Sampriyo	Approachable, understanding the ground reality.	Ravi showcased this quality. Clarity on Mitti cool and Miiti Kala.



# Our Findings: : Orientation towards Janpad

- Details about how Janpad excellences are evident
- Product quality and cost adapted to all 5 classes - Lower, lower middle, middle, upper middle, upper
- First replacement after breakage or change of choice after upgradation
- Customer education in form their social media handle. QR code and even in the showroom
- Patience to hear out the customers and then solve their concerns
- Constant innovation for customers – example of cooker, fridge, diya, Alkaline water filter, in forbes list of Innovation, 3 in one fridge
- Beneficial holistically – the 4 values of Eco friendly, health friendly, reviving the tradition and customer centricity
- Protecting business secret – Fridge is replicated anywhere

# Our Findings: : Orientation towards Janpad

- Reducing dependency on single resource – Getting into home décor, also use two kind of soil – wooden dust replaced by pot powder/grainy powder
- Multiple channel – retail, wholesale, dealership, online
- Cross selling – Created the fridge first, then saw the need emerging from it – cross selling into Indian Kitchen -
- Staying Minimalist – Resource – Mitti alone is required as a base with a few other auxiliary materials

## Our Findings: : KOSH Sampat



Dharmaadhigatah Purvaih Svayam va  
(Acquired lawfully by lineage or self)

Wealth acquired lawfully

Wealth acquired by self and skills from the  
ancestor



Hemyarupya-praayah

(Mainly Gold and Silver - Long term value)

patenting of certain products (Diya, fridge,  
filter) as mentioned in the interview,  
existing land – 3 factories and 1 showroom,  
automation of process to make products

# Our Findings: Durg Sampat

## Details about how DURG Excellences are evident

### Virtual Durg

The purpose and values of the company are well observed till the Amaatya level

### Physical Durg

The physical infrastructure and facilities are in abundance. Good combination where innovation did not kill human need but leveraged it

### Emotional Durg


The culture is simple – absolutely based on relationship with employees and wage workers – without any set SOPs. Overall the employees appreciate culture

### Digital Durg

The organisation is recently started to explore Digital durg especially for their marketing. The use of QR code, Youtube etc is the example for the same. They use digital media – without losing the simplicity of the brand

**Safety measures for Employees and their families – Mask, Clean restrooms, Hygiene of employees**

# Our Findings: : DAND Sampat



Employees have choice when they have to work – in summers they can choose farming or constructions

Several female employees and almost are local


Young people are trained in a way that adds to a transferable skill set. In a way, that is giving them better chances of employment elsewhere if they decide to do that

Freedom at work –  
The employees mentioned that the culture is open free and accepts various opinions and feedback

All the employees seemed obedient. If Mansukhbhai asked someone to bring something, they would do so right away and happily

All employees appeared happy and fairly paid

# Our Findings: : MITR Sampat



Consideration of Mitr (Existing dealers) is clearly seen and some products are not sold online on third party e-commerce sites

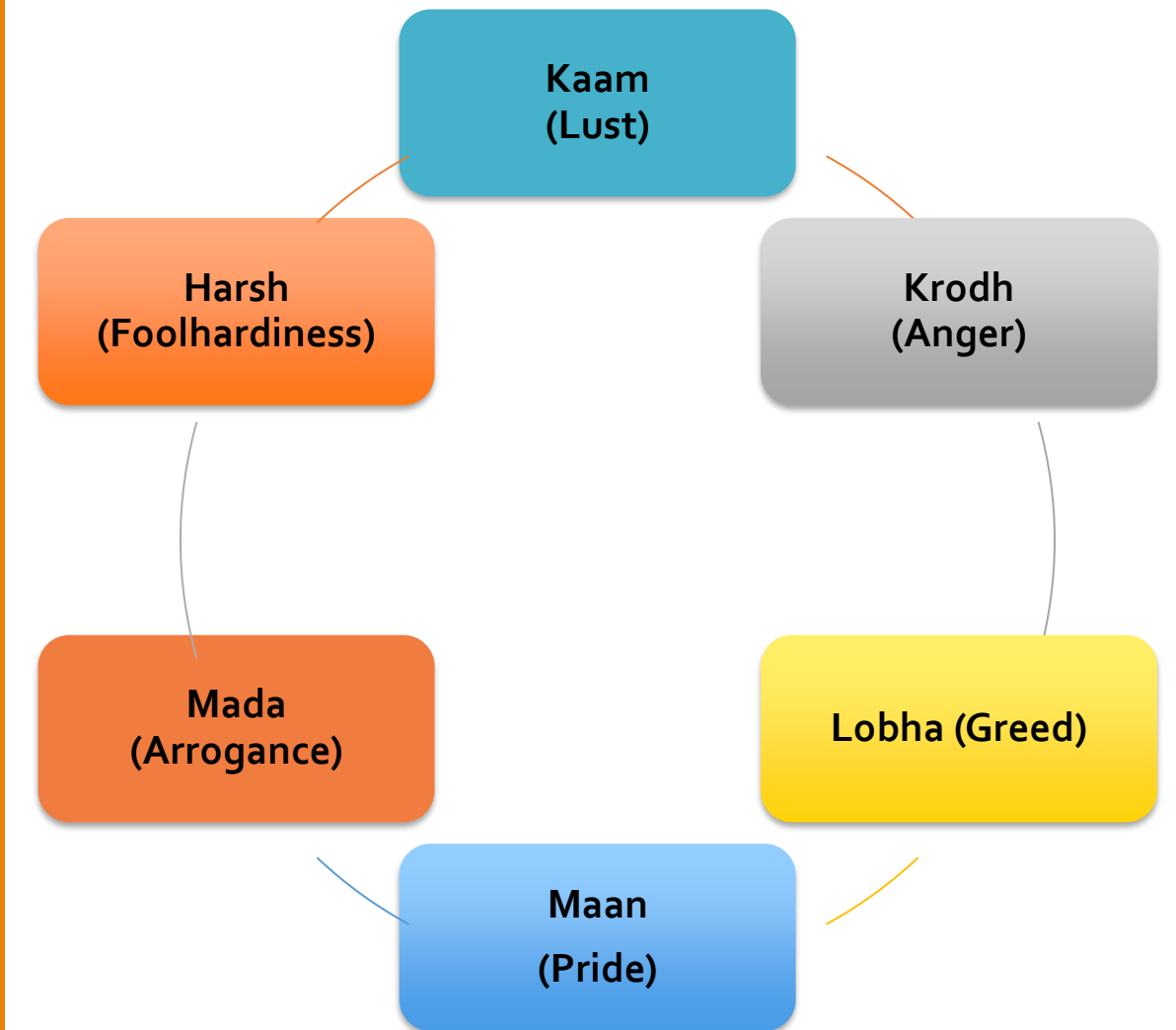
Shared purpose – selective about dealers – dealers to educate customer – frequency matching – lot of tenured dealers

Dr. Anil Gupta, National Geographic TV Channel, A P J Abdul Kalam, his neighboring showrooms – these are the Mitrs who are renowned and reputed

Dr. Anil Gupta has often showed urgency during difficult times, also the collector who gave the land at lesser cost

# Conquest of senses:

1. Kaam – His work is rooted in greater sense of Purpose – his vision is for betterment of potters, improving customer health & satisfaction, promotion of traditional arts and benefitting the environment. He has a strong check on the desires and wishes
2. Krodha – There was no display of anger. Mansukhbhai came across as a balanced personality. He was compassionate towards his aging father, his office and factory staff. Even his telephonic conversations were soft and courteous
3. Lobha – Mansukhbhai has clearly overpowered his greed. While he could have enjoyed monopoly for his innovations, he has not restricted others from using his designs and creations. He is inclusive and wants everyone around (including competitors) to benefit
4. Maan – He considers even the small porters who started before him as his seniors. He is respectful in addressing others. He keenly looks for constructive feedback & receives it in all humility. His innovations are often triggered from these feedbacks
5. Mada – By keeping himself occupied in resolving customer complaints, developing new products and broadening his market reach, he is not letting hubris build in Mitti Cool. He is open to customer feedback and willing to make amends
6. Harsh – Never the one to be swung by extreme emotions, Mansukhbhai ensured that the projects undertaken are completed irrespective of cost and time overruns. He focuses on solutions & believes in under committing and over delivering





## Vinayasya Mulam Vriddhopaseva (Chanakya Sutras 6)

The root of humility lies in the service of those who have walked the path before us

Vinay can only be cultivated when the learner surrenders completely to the teacher and considers the teacher as the proof of the wisdom being pursued by him/her, on a regular and disciplined basis. Here are a few Vruddhas in Mansukhbhai's life

1. **Father- Shri Raghavji Prajapati** - Mansukhbhai starts and ends his day by serving his father. Raghavji taught him pottery and passed on the legacy knowledge around the subject. He unquestioningly surrenders to the family traditions of whole hearted acceptance (especially of the food served). In his father's physical presence, Mansukhbhai came across as a soft and caring dotting son
2. **Dr. Anil Gupta** – Dr Gupta gave the first order for Mitti Cool Refrigerator. Mansukhbhai shares all his ideas with Dr. Gupta. Several of the projects undertaken are based on the guidance of Dr. Gupta (For e.g.- Pottery School, Making pottery part of school curriculum, etc.)
3. Mansukhbhai also acknowledges the role played by President APJ Abdul Kalam, PM Narendra Modi, the Hon. Collector of Wankaner (who helped him in getting land for his factory at concessional rates) & the journalist of Sandesh Gujrat Daily (who published the article "Poor man's refrigerator broken" post the devastating Bhuj earthquake)





# Mitti as a resource - *core process of pottery making*

1

3 forms of clay as input

1. Liquid clay
2. Dry clay powder
3. Slab clay

Clay mixture is lab tested

2

Made into product

Left to dry for specific duration

3

Fired in the kiln

4

Women artisans paint creative designs on the product



# The Mitti Cool Fridge

## An example of Durg building through trials and lab testing

- Post seeing the Opportunity during the Bhuj earthquake, the Swami had a Personal Awakening and became more aligned with his Dharm
- Trials over five years led to establishing Dimensions and durability, The Clay being tested and developing the new mix with coal, sawdust, broken pots, clay
- Prototyping brings standardisation
- The team works for Constant improvements

The same thought process has brought them from 36 traditional items being made by a potter to 721 with innovations to solve customer problems

## Dharmasya Mūlaṁ Arthaḥ (Chanakya Sutras 2)

Mansukhbhai has articulated **4 pillars** for his institution that would lead to prosperity of the entire ecosystem and this forms his **Dharm**

- A.** Preservation of this Art Form (Clay Pottery)
- B.** Good Health of People
- C.** Customer Satisfaction\*
- D.** Protecting the Environment

**To fulfill this Dharm, they set up a business that ventures into pottery on an industrial scale - and thereby generate Arth**

\*Customer Satisfaction to *delight* by listening to their Voice and developing products to address the states needs of customer

## Arthasya Mūlam Rājyam (Chanakya Sutras 3)

The root of a prosperous ecosystem is the spirit of enterprise that comes in, for all that are associated with it. A prosperous community revolves around the appropriate use of

- Local Resources
- Local People
- Local Machines

Continuous upgradation of the above resources to enhance products to delight customers leading to **Prosperity of the entire Ecosystem**

- Mansukhbhai has created jobs for multiple potters (close to 10,000) and has re-introduced them to the artform for their livelihood
- He has taught people openly, without worrying about competition and has set up four factories
- 95% of the workforce are women and this results in secure homes. He eventually wants to start a school

**This showcases how his belief and constant pursuit of his dharm, leading to arth, is now helping set up a beautiful ecosystem**

# Translating Dharm to Arth at Mitticool

## Pillar 1

Preservation of Art form (Clay Pottery)

### Showcased By

1. Sons formally educated in Ceramics and Chemistry  
Divided responsibility:
  - Marketing to younger
  - Operation to older
2. Prototype prepared for all items  
Standardisation of products
3. Men women from community involved in operation
4. Multiple people re-introduced to pottery as an occupation
5. Introducing Janpad to this concept and forming policies to encourage purchase (replacements, QR codes)

## Pillar 2

Good health of Customer and Employees

### Showcased by

All cooking, eating and drinking vessels made of Mitti

Dust and smoke reduced to protect employees

## Pillar 3

Protecting the Environment

### Showcased by

Through innovation of the Kiln

Chemicals and preservation not used in any process

Dust and smoke eliminated with innovation

## Pillar 4

Customer Satisfaction to Delight

### Action

Voice of customer forms the bases of all innovations

Ear to the ground- Marketplace changes


Engage Vriddhs to add value to the innovation and to obtain resources to grow and prosper

*As the consciousness of Swami/ni rises so does the consideration for his/her ecosystem; this thought process of growth is called **Vijigishu***

*The Vijigishu mindset, characterized by constant expansion and the pursuit of growth and influence, is evident in several aspects of Mansukhbhai's work and leadership*



# Our Findings: : The Vijigishu mindset



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## Adaptability and Resilience

**Overcoming Challenges:** Throughout his journey, Mansukhbhai has faced numerous challenges, from financial constraints to technological hurdles. His ability to overcome these obstacles and continue to innovate and expand is indicative of the Vijigishu mindset of resilience and determination



## Commitment to Community

**Empowering the Potter Community:** His efforts to uplift and empower the potter community by providing them with training and fair wages demonstrate his commitment to social responsibility. This approach helps in building a robust support system and a skilled workforce, essential for sustainable expansion



## Commitment to Sustainability

**Sustainable Practices:** His focus on eco-friendly products and sustainable manufacturing practices underscores his dedication to creating a positive impact on the environment while growing his business



## Market Expansion and Outreach:

**Reaching New Markets:** Mansukhbhai's efforts to reach new markets, both domestically and internationally, demonstrate his strategic thinking and ambition to expand Mitticool's footprint. His participation in exhibitions and trade fairs to showcase Mitticool products is a step towards achieving global recognition

# Our Findings: : The Vijigishu mindset

## Market Expansion and Outreach:

### Reaching New Markets:

Mansukhbhai's efforts to reach new markets, both domestically and internationally, demonstrate his strategic thinking and ambition to expand Mitticool's footprint. His participation in exhibitions and trade fairs to showcase Mitticool products is a step towards achieving global recognition

## Strategic Vision for Growth:

### Public Limited Company:

Mansukhbhai, along with his sons Raja and Ravi, aims to transform Mitticool into a public limited company. This ambitious goal indicates his vision for scaling up the business, increasing its reach, and establishing a more significant market presence

## Strategic Vision for Growth:

**Clay Craft School:** The plan to open a clay craft school reflects Mansukhbhai's long-term vision of not just growing his business but also educating and empowering future generations in the art of clay craft. This initiative aligns with the Vijigishu mindset of expanding influence and contributing to the community



# Vijigishu Mindset: Cultivation of Vinay and bringing prosperity in the society

## Expansion mindset

Mansukhbhai started as a tea vendor and went on to become a flourishing entrepreneur. In his supervisory job, he stepped out of his core domain & helped his owner to improve productivity by 3 times. When the opportunity presented itself, he was brave enough to take a loan to start his own pottery venture. He is not averse to risk taking, rather considers it as a necessary step for self-realization

## Product innovations

Mansukhbhai is credited with introducing more than 700 unique products. He looks at every customer feedback as an opportunity to improve his offerings. His mind is never at rest till he is able to contribute to his customer's wellbeing. He measures his success not by number of units sold, but by the number of customers served.

## Reverse Migration

The innovative products of Mitticool are copied by many competitors. However, Mansukhbhai looks at this as his contribution to building a thriving pottery community. About 10,000 people have returned to this profession due to the success of Mitticool.

# Vijigishu Mindset: Cultivation of Vinay and bringing prosperity in the society

## Pottery in Education

Mansukhbhai dreams of having the subject of pot making taught in school curriculum. He believes that this science connects us to the panchtatvas and has many healing benefits. His aim is to create a Pottery university for the scientific development of this traditional art

## Mitti Kala

Mansukhbhai does not want to cater to the rich upper class alone. He believes that the poor should not be deprived from the health benefits of his products. So, with harmless tweaking of quality norms, he has introduced the same products at affordable prices with a different brand name "Mitti Kala". He wants to design an affordable mud house for the poor, so that they are spared from the harsh weather conditions

## Promoting the art

Pottery should reach everyone's doorsteps. So Mansukhbhai wants a short film to be made on his journey, so that several other are inspired to choose this noble profession and take it ahead

# Vijigishu Mindset: Cultivation of Vinay and bringing prosperity in the society

## **Problems are opportunities:**

Mansukhbhai keenly looks at the environment to identify how he can contribute to making things better. When a journalist quipped “Poor man’s fridge destroyed” after the devastating Bhuj earthquake, Mansukhbhai asked to himself “Every poor person should have a refrigerator. It should be affordable and equal if not better in effectivity”. This is how the idea of Mitticool refrigerator was born

**Customer connect:** The showroom near the toll plaza at Wankaner attracts the customers visiting the city of Morbi for purchasing tiles for new homes. These customers are often accompanied by their interior decorators and architects. The cladding walls made of terracotta, furniture racks with beautiful painted pots, the aesthetically arranged pottery products tempt the customers to buy as well as inspire concepts in the minds of the ID’s and architects. Mansukhbhai personally spends time with such visitors and takes their feedback

# Resources to Prosperity To Legacy And Beyond!







Gratitude to all co-creators of the Shodhyaatra  
Report



Aum Shree Gurbhyo  
Namah

