

## Avisa: Transforming Street Vendors' Lives with Innovative Utility Vehicles



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India is home to a thriving community of over 10 million street vendors, offering a diverse range of products from food and beverages to fruits, vegetables, ice cream, and more. However, these hardworking individuals often grapple with daily challenges such as extreme weather, sun exposure, rain, standing for long hours, and fluctuating customer numbers, all of which significantly impact their livelihoods. This realization stemmed from extensive two-month research conducted during the Industrial Design-Graduation Project by founder Paresh Mistry at Woxsen University, commencing in January 2023.

To overcome these struggles, Avisa Startup embarked on a mission to create a revolutionary product – The First in India Utility Vehicle for Street Vendors. Their vision was to develop a user-centric design solution that seamlessly integrates into the daily routines of street vendors, with a focus on ease of use and a minimal learning curve. This marked the inception of Avisa Startup, founded to provide a better business platform for street vendors and uplift their quality of life. The name "Avisa," derived from the Sanskrit word meaning "ocean," perfectly encapsulates their vision – to create boundless opportunities for people through their innovative utility vehicles.

### Development and Testing:

In the journey of Avisa, the first prototype was completed in June 2023, which was subsequently tested with a select group of street vendors. Their invaluable feedback was instrumental in refining the design and functionality of the vehicle, ensuring it meets the specific needs and expectations of its end users. Presently, Avisa Startup is in the pre-incubation phase at IITH under the TiHAN program.

The team is working on version 2.0 of the vehicle, incorporating improvements based on feedback and insights gained from the initial prototype. Avisa is also actively seeking to expand its core team, driven by a commitment to making a lasting impact. By addressing the real challenges faced by street vendors and providing them with a versatile, user-friendly solution, Avisa is poised to make a significant difference in the lives of millions with the vision of creating endless opportunities for individuals, much like the vast expanse of the ocean.



### Avisa's Innovative Solution:

Avisa Startup promotes economic empowerment to street vendors through an electric utility vehicle that effortlessly transforms into a mobile shop within a minute. This adaptable workspace caters to dynamic customer preferences, allowing vendors to switch between various businesses seamlessly and diversify their offerings. With features designed for cooking on the vehicle, 150 litres of storage capacity, cold storage, and the ability to prepare juices and beverages, Avisa's vehicles are tailored to meet the specific needs of different street vending businesses. The mobility of these vehicles helps street vendors to easily relocate within the city, reaching a broader customer base, which in turn leads to higher profits and greater cost-effectiveness. It also addresses the issue of congestion in traditional vending activities, reducing pollution and enhancing the aesthetics of the city. Notably, the user-friendly design breaks gender stereotypes, promoting gender equality and empowering women entrepreneurs in the street vending sector.

### Mr Paresh Mistry

Founder Avisa  
i-TIC Incubator at IIT Hyderabad

[Video Abstract of Avisa:](#) Click to play!

