

INITIATIVE NAME: ENZO CAR WASH

FOUNDER: RAHUL GONSALVES (23) AND ARNISH PATEL (27)

Here is a dry cleaner for your four wheels

In an attempt to conserve water, a city youth has designed a car wash system that does not involve usage of water



At a time when several districts in the country have been declared 'drought hit' and a glamorous cricket series is facing flak for holding matches in drought affected Maharashtra, the idea of saving water is on everyone's mind. Probably the reason why nearly 93 Amdavadis have opted for the services of Rahul Gonsalves and Arnish Patel's startup Enzo Car Wash. Launched three months ago, the startup provides car cleaning services, without using a drop of water.

Currently a student of the Post Graduate Diploma Programme in Business Entrepreneurship at Entrepreneurship Development Institute (EDI), Rahul designed the 'dry car wash' system in a span of 45 days with Arnish Patel, an alumnus of his institute. "We formulated a chemical in a span of 45 days specially for car cleaning; it helps reduce the amount of water used for car cleaning," he added.

Rahul's inspiration came from personal experiences. "There have always been water issues in the society where I live. There are daily tussles over the lack of tap water and drinking water. However, that doesn't stop people from using buckets full of water to clean their cars. This wastage set me thinking and inspired me to design the dry car wash," said the 23-year-old who, with his partner Arnish, employs six people.

The duo even has a scheme where clients employ the startup's services for a month. "We offer a monthly subscription of Rs 300. As part of this, our agents visit the client's house daily and clean their car. On weekdays the car's exterior gets a cleaning while the interiors are cleaned on weekends." Enzo Car Wash has a trained team of six agents who give demonstrations at probably customers' homes for Rs 30/demo.

With a background in business entrepreneurship, Rahul feels he is good with managerial jobs as is evident with the fact that the startup's services will soon be available in three areas. "We are currently operational in Bodakdev and

Shyamal Crossroads and will soon deliver services in Prahladnagar," he said, adding, "We mainly hire people from economically backward backgrounds who do odd jobs."

The youth is quick to point out that they haven't received any support from EDI. "I invested Rs 1.5 lakh to set up Enzo Car Wash; we've been operational since January and have successfully delivered our services to 93 people in the city; most of them are regular customers now," said the EDI student, who has already earned around Rs 98,000.

Not one to rest with one startup, the duo is streamlining a service designed on the norms of the German automobile industry. "Enzo Plus has been designed for luxury cars and has a monthly subscription of Rs 700," he said of the second waterless car cleaning system.

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