



Solar powered billboard in ghana

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According to different application, we provide two different installation methods: for billboard application, we have mounting sleeve which is compatible for both round and square poles, while for sports field application, we provide rotatable bracket marked with angle so that end user can easily and accurately adjust the angle

FF Series aims to provide superb lighting distribution with special-designed lens. It works not only as a floodlight for sports fields, residential square area lighting but also as a perfect luminaire for billboard advertising.

We spoke with Mustafa Akolawala, founder and CEO of Zest Enterprise, to learn about his unique concept of installing solar panels on advertising billboards, and how this came to achieve a Guinness World Record.

I started my career as a Chartered Accountant earning a healthy salary. It was in 2010 that I came across an advertising company that was struggling to sell their hoardings. I saw this as an opportunity and began studying about this industry. Without prior experience, I started working on the project and went about pitching the hoardings to potential advertisers.

A brand named Ricoh in Japan responded to my emails and agreed to sign a contract with me for a site at Haji Ali in Mumbai. This was my first successful stint in advertising which gave me the vision of someday owning my own hoardings in Mumbai.

I founded Zest Enterprise in 2014 to realise my ambition of commissioning my own advertisement hoardings. My first project was setting up a large neon billboard of the map of India at a location owned by the Railways. Despite lacking the adequate capital to fund this project, I went ahead because I felt that this was an opportunity not to be missed.

I was fortunate to get a Qardan Hasana (interest-free loan) from the local Dawoodi Bohra community that helped me fund the design and installation of the billboard, which was at the time one of the largest hoardings in Mumbai. The income generated by that project helped me pay back my dues and gave me the confidence to take further steps into this business.

I was continuously thinking about how to break the monotonous pattern of setting up outdoor billboards. Generally, you will find billboards either with a two-side display or a standalone display on the one side with the other side laid bare with iron and steel scaffolds. I was astonished to learn that the average standalone



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billboard has 2000 sq. ft of unutilised surface area at the back. So I started thinking about how to optimise this free space.

At the time, our community masjid in Kandivali, in suburban Mumbai, was having solar panels installed. That was when it struck me that we could cover the entire free space behind a standalone billboard with solar panels. And if we staggered the positioning of the solar panels, we could install even more.

I figured that, in a city like Mumbai, where every inch of space is considered valuable, installing solar arrays on the back of advertising hoardings would both sustain the billboard and generate surplus green electricity. I immediately set to work designing the concept.

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