

Eco craft rail stand



Concept and Inspiration

This mobile stand challenges our disposable culture by combining functionality with cultural storytelling. It's designed as both a practical phone stand and decorative sculptural piece that encourages users to slow down and appreciate craftsmanship.

The concept rests on three pillars: holistic sustainability through comprehensive lifecycle design, cultural preservation via traditional Tarkashi craft integration, and emotional durability that creates lasting user connection. The railway-inspired form serves as a metaphor for journey and mindful living in our fast-paced digital world.

Material Sustainability

All materials are locally sourced to minimize carbon footprint while supporting local economies. The composition is 90% natural materials: locally sourced Indian hardwood forms the base structure, natural cane adds textural warmth and flexibility, and traditional brass wire creates the intricate Tarkashi inlay.

These materials are renewable, biodegradable, and culturally authentic. The remaining 10% consists of minimal natural adhesives and necessary structural elements, maintaining the product's end-of-life sustainability goals.

Theme board



The product takes form inspiration from railways and integrates traditional Tarkashi craft, supporting local artisans.

Material board



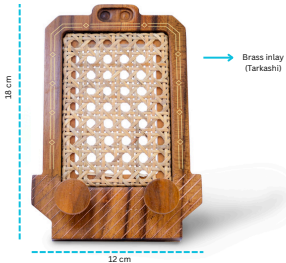
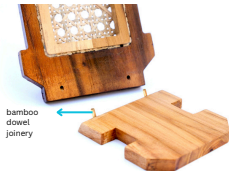
The material board showcases a thoughtful selection of sustainable resources—wood and cane are fully biodegradable, while copper and brass offer endless recyclability, reflecting the product's eco-conscious design approach.

Product display









TECHNICAL SPECIFICATIONS
 Dimensions:
 Length: 18 cm
 Width: 12 cm
 Thickness: 11-12 mm
 Weight: ~200 grams

Holistic Sustainability Framework



This three-phase sustainability framework provides a comprehensive approach to creating sustainable products by addressing the entire product lifecycle rather than isolated aspects. The framework recognizes that true sustainability requires systematic consideration of ethical sourcing, conscious production, and responsible end-of-life management throughout the product journey. This holistic approach moves beyond single-aspect solutions to create a 360-degree view of sustainability built on three interconnected pillars.

Framework Pillars

Phase 1: Responsible Sourcing focuses on ethical material procurement through fair trade practices, local sourcing, and complete traceability to ensure transparency and reduce environmental impact. Phase 2: Conscious Design & Manufacturing emphasizes creating durable, meaningful products through low-impact production methods while empowering local communities and educating consumers about sustainable origins. Phase 3: Circular End-of-Life ensures products are designed for disassembly and recyclability, supported by take-back programs that incentivize responsible disposal and material recovery.

How does the product align to the sustainability framework

Phase 1: Ethical Sourcing Direct partnerships with certified local suppliers ensure fair compensation and transparent material traceability. All wood and cane sourced regionally with verified sustainable harvesting practices.

Phase 2: Conscious Manufacturing Hand-crafted production using traditional techniques minimizes energy consumption while empowering Tarkashi artisan communities in Rajasthan. Each piece provides meaningful employment and preserves centuries-old skills.

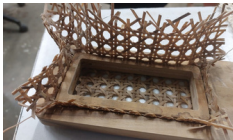
Phase 3: Circular End-of-Life Designed for complete material recovery: wood and cane components fully biodegrade, brass wire extracts for recycling. Easy disassembly ensures responsible disposal without environmental impact.



Process and Making

Creation begins with hand-carving locally sourced hardwood into the flowing railway-inspired form. Master artisans then apply traditional Tarkashi technique: carving precise grooves and hammering thin brass wire into channels with extraordinary precision. The process requires patience and generations of skill. Final sanding and polishing creates a seamless wood-metal surface, treated with natural oils for protection and enhanced grain beauty. Each piece carries the unique fingerprint of its maker.





Social Impact

This project directly supports Tarkashi master artisans in Udaipur whose 400-year-old craft faces modernization threats. By creating contemporary applications for traditional skills, it provides stable income while preserving living cultural heritage. Direct collaboration ensures fair compensation and long-term partnerships rather than exploitative outsourcing. The project introduces global consumers to Indian craftsmanship, building cultural bridges and validating traditional knowledge systems in today's economy.

Impact and Vision

Immediate Impact: Proves consumers can choose functionality, beauty, and ethics simultaneously. Offers tangible support for sustainable practices while bringing authentic craftsmanship into daily life.

Future Vision: The three-phase sustainability framework adapts to traditional crafts globally—supporting Japanese woodworking, Scandinavian textiles, or African metalwork using local materials and skills. This creates a replicable model for ethical design that honors cultural heritage while meeting contemporary needs. The vision extends beyond products to establishing connected communities of designers, artisans, and conscious consumers prioritizing cultural preservation and environmental responsibility.