



E

ECOKAARI

ETHNOGRAPHY 1



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Preface

“Takau madhun Tikau” is what is ecokari

EcoKaari is a social enterprise born from an ardent desire of the team to create a community where bottom-up development is the key to achieving better living for all beings in a sustainable way

‘Eco’ means Eco-friendly, and ‘Kaari’ means Kaarigar (Artisan).

EcoKaari UPCYCLES waste plastic into beautiful handcrafted fabrics using Charkha (spindle) and Handloom. These fabrics are HANDWOVEN by women and youth who belong to humble backgrounds

Acknowledgement

We express deep gratitude to our college for granting us the opportunity to explore the realm of ecokaari.

Special thanks to Dean Prof. Avinash Bhalerao, Department HOD Asst. Prof. Apoorva Gijare, and Asst. Prof. Charu Sharma for their exemplary leadership and unwavering guidance throughout our journey. Lastly, we express our appreciation to the talented artists of ecokaari for generously sharing their time and valuable insights into their creative process and lifestyle.

Ethnography

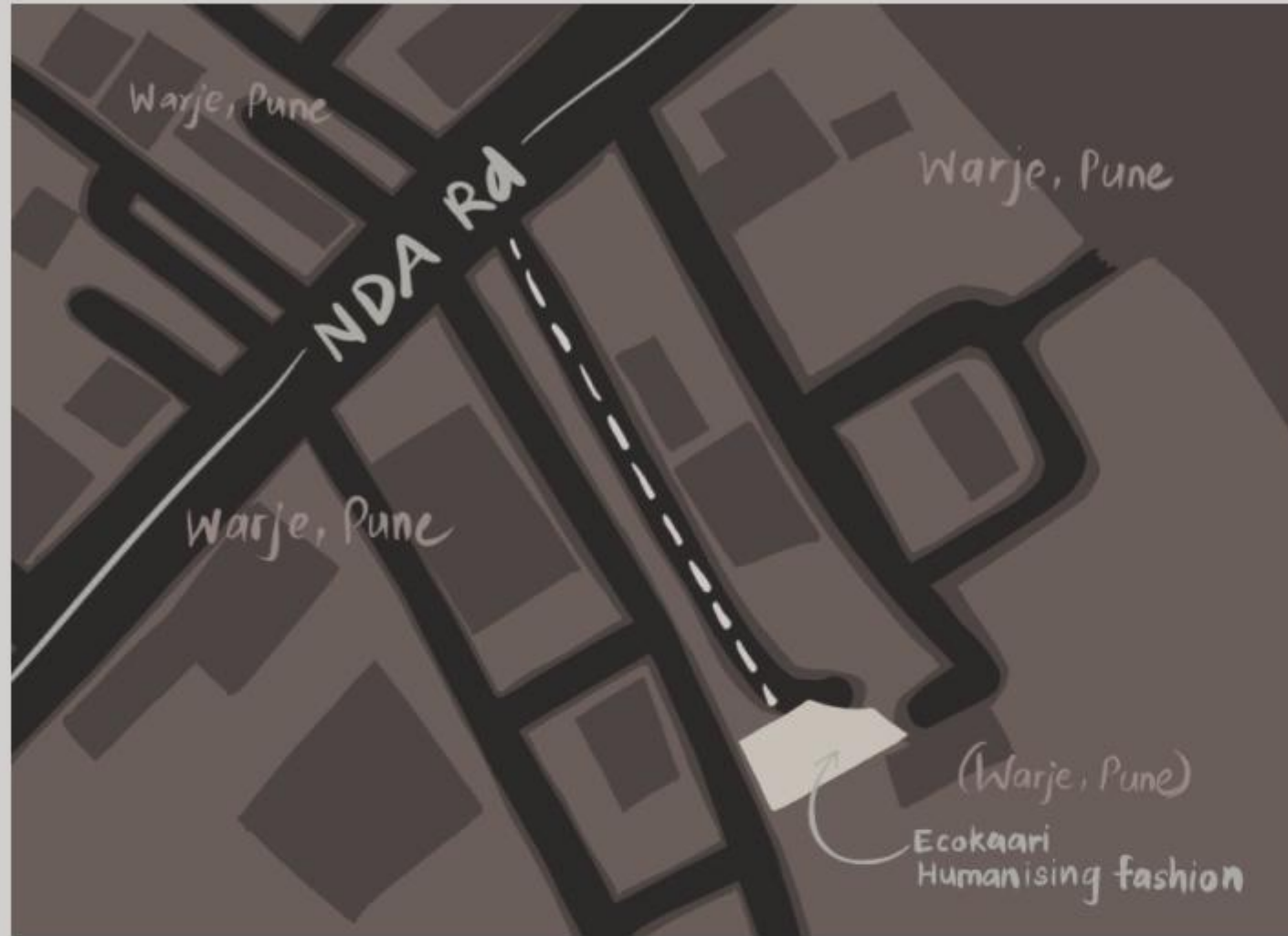
Ethnography is a type of field study in which researchers observe people in their natural environments in order to gain a more comprehensive, contextual understanding of their needs. Unlike other types of field studies, ethnography necessitates the researcher immersing oneself in the setting under research.



What is Ecokaari ?

Ecokaari is a company that promotes plastic upcycling and humanizing fashion. They believe in creating attractive and environmentally responsible accessories utilizing sustainable and environmentally friendly ways. Their mission is to reduce waste plastic and encourage consumers to use sustainable materials. They are committed to using only the highest-quality materials and providing consumers with great products.

Location



Ecokaari is located in Warje Malwadi, next to NDA Road, near Ganpati Matha, Pune. Ecokaari is located in Warje Malwadi, next to NDA Road, near Ganpati Matha, Pune.

An intense desire to establish a community where bottom-up development is essential to achieving improved living conditions for all living things in a sustainable manner gave rise to EcoKaari.

Ecokaari's goal is to create and encourage sustainable alternatives by combining traditional crafts with upcycled handicraft fabrics and contemporary styles.

ECO

ECO-FRIENDLY

+

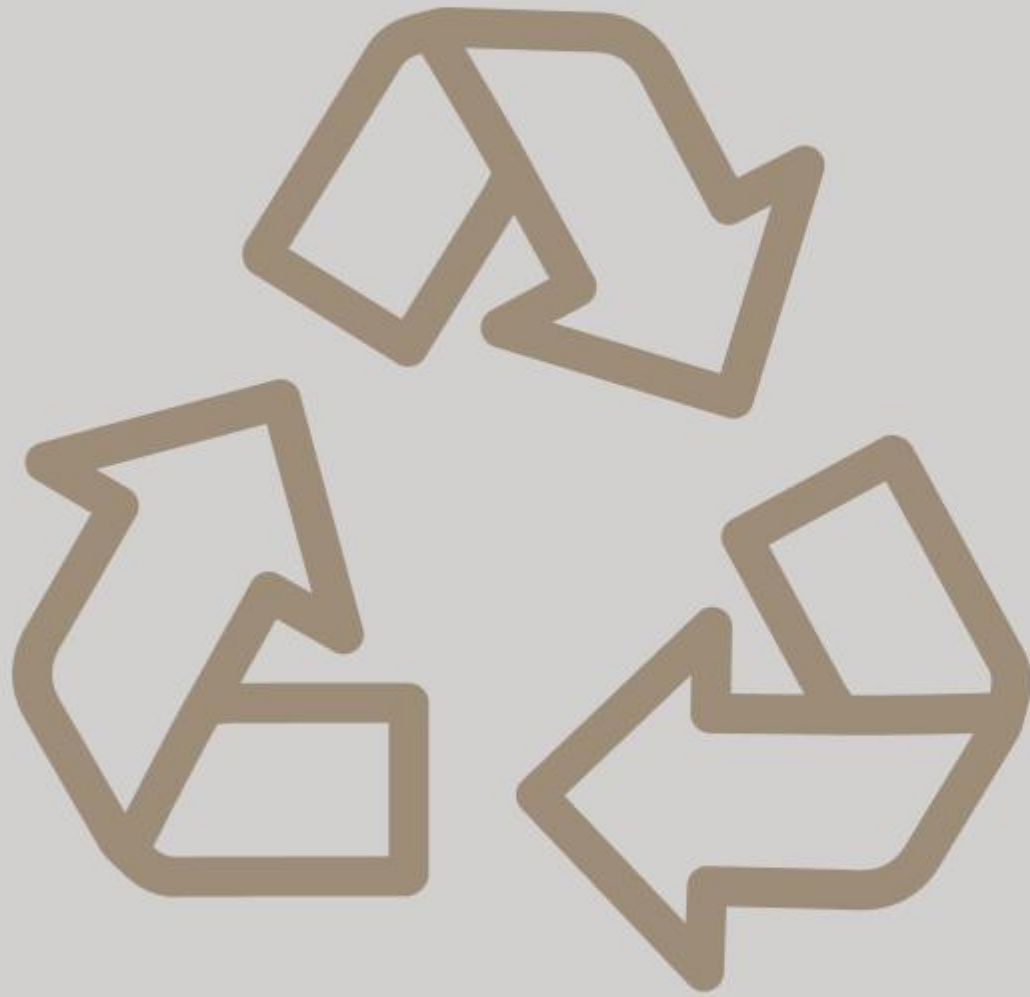
KAARI

KAARIGARS

The name is a representation of the relationship of the kaarigar's with the environment

ecokaari

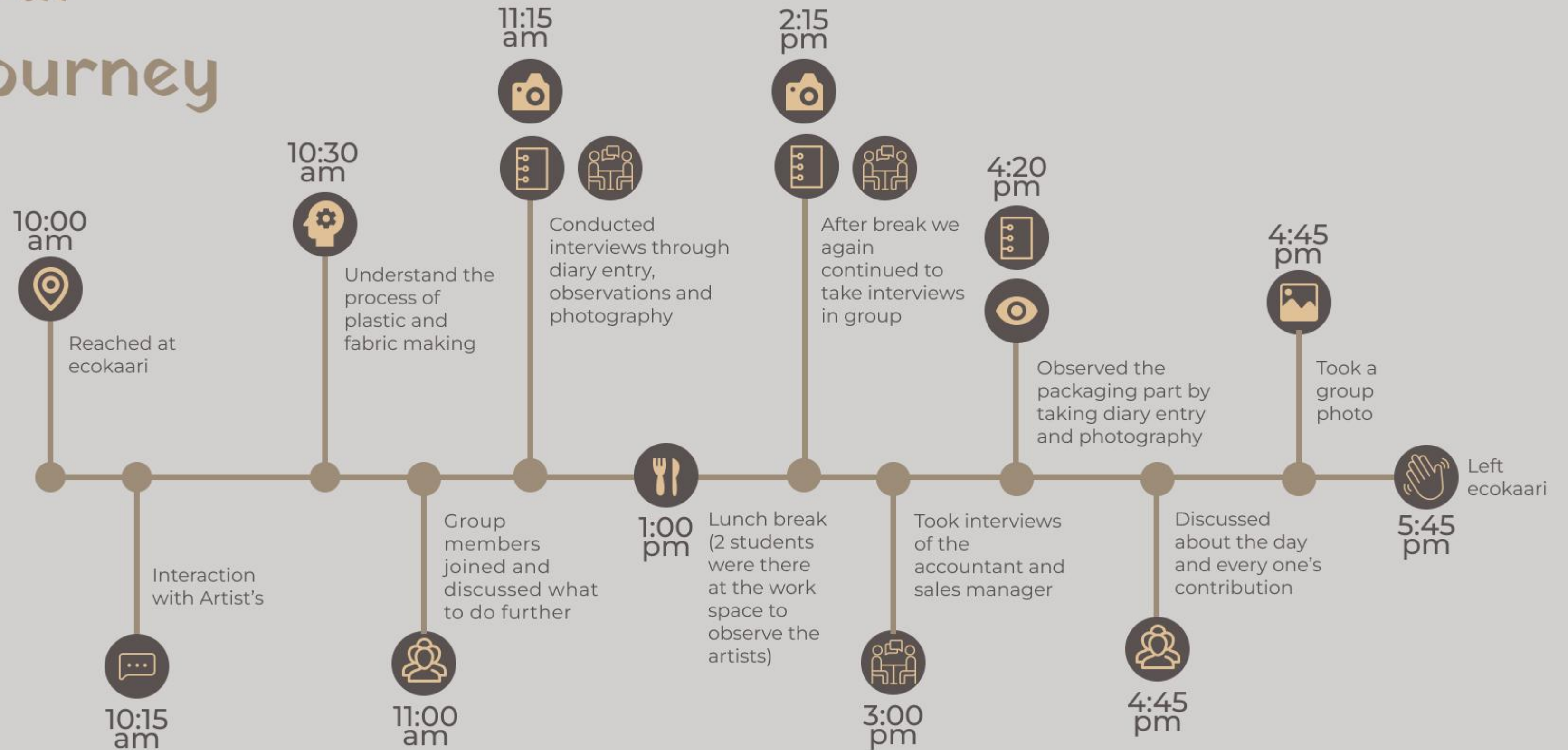




How It Started

They had a two-pointed goal in their mind; to re-use, re-cycle, up-cycle plastic waste in the hope of salvaging the Ecosystem and to provide a better opportunity and a means of livelihood to the Kaarigars, the artisans. This was how EcoKaari was born.

Our Journey



Questionnaire

Introductory Questions

- What is your name?
- What is your age?
- Where do you live ?
- What is you native place?
- What is your job profile?
- How long have you been working at Ecokaari?
- In which year did you join ecokaari?
- How long have you been in same profession?

Work Related Questions

- What is the primary goal or mission of this ecokari?
- How is ecokaari benefit the environment?
- Are there any rules and regulations on daily basis?
- If yes, then what are they?

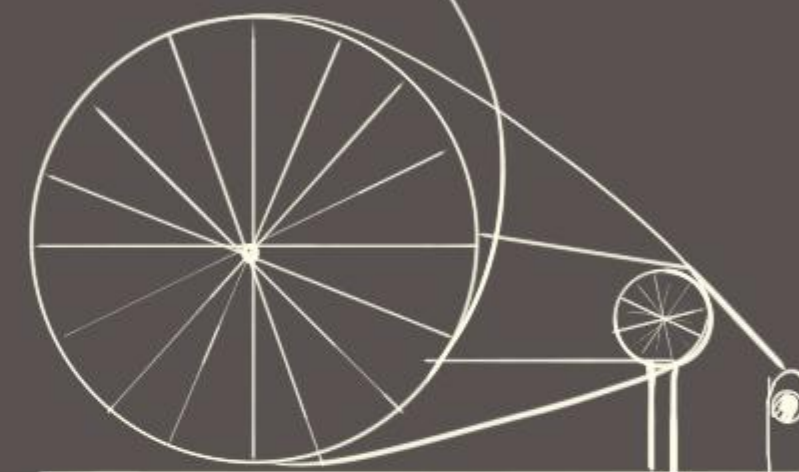
- Do they have any community involvement or educational initiatives related to ecokaari?
- What kind of products do you make?
- What are the raw material you used and from where do you get them?
- What is the process you follow to get the final product?
- How many worker are currently working in ecokaari?
- How many of them are skilled worker?
- How many of them design the product?
- How many of them are managers?
- How many product are made?
- Challenges you've encountered in your profession?
- Have you made any modification to your product over the time and why?



Drying

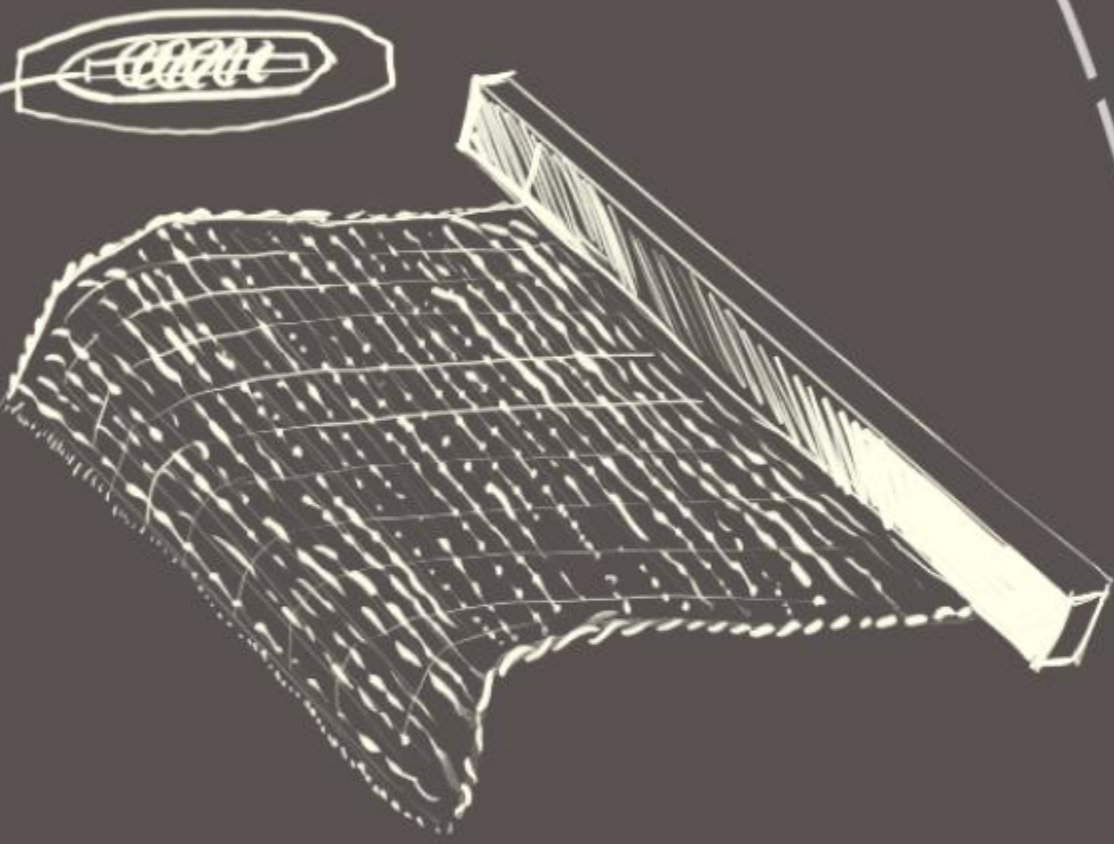


Strips Cutting



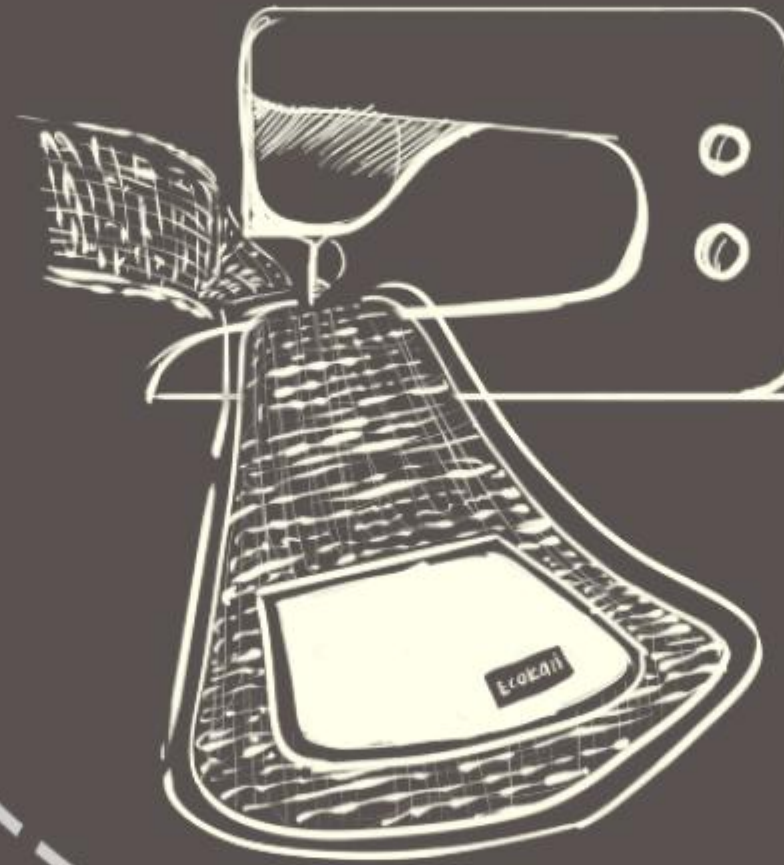
Plastic Rolled On
To Bobbins

Process

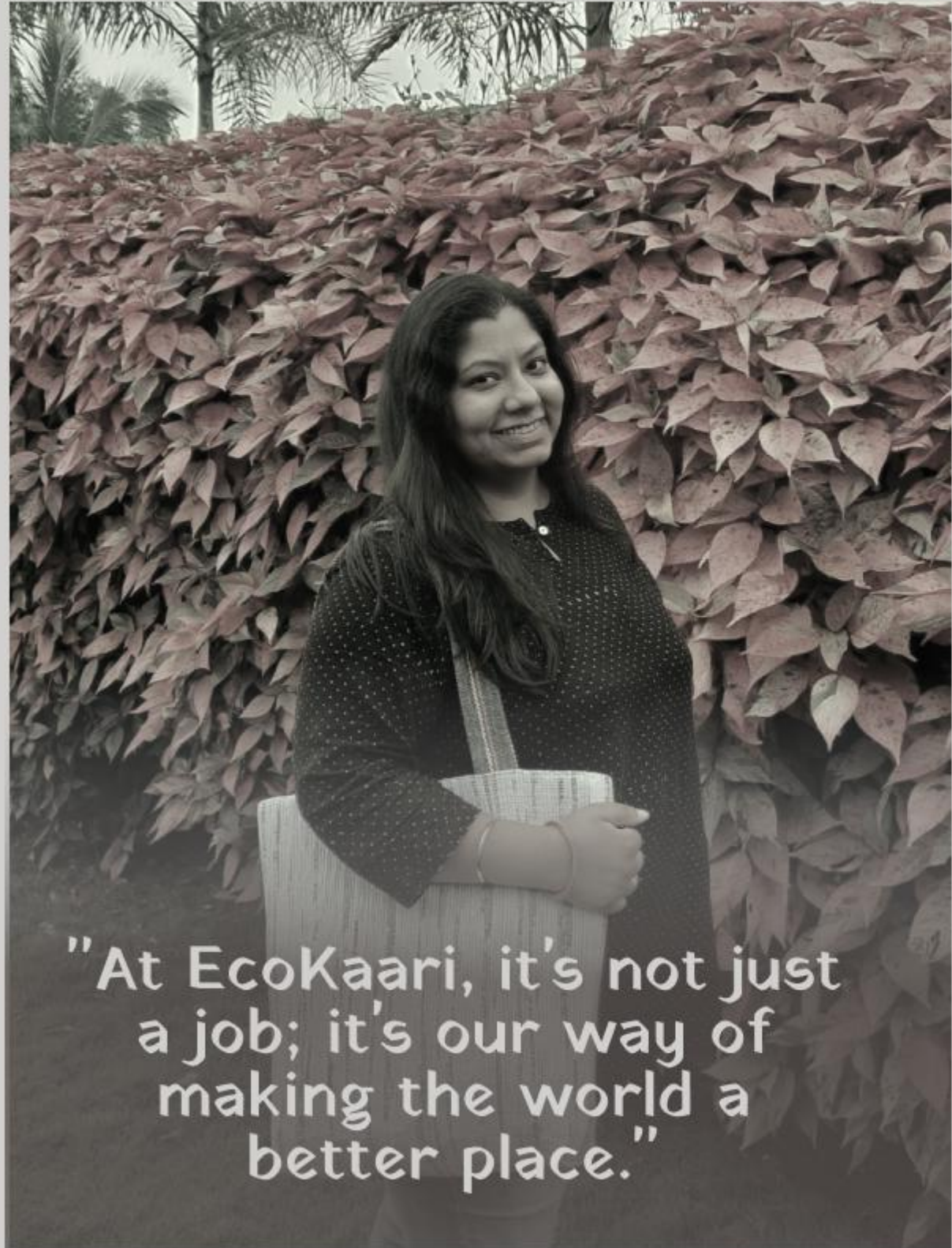


Fabric Weaving

Stitching



Final product
and packing



"At EcoKaari, it's not just a job; it's our way of making the world a better place."

Shivalika Mohan (Sales manager)

"Hi, I'm Shivalika Mohan, and I've been with EcoKaari since 2020. I work on selling and talking about our stuff. I studied Political Science and International Studies, and I really care about making the world better. EcoKaari's main goal is to help women and young people while also doing good for the environment by reusing plastics. We follow safety guidelines and conduct workshops everywhere to share information about what we do. We take donated plastic and make useful things with a special process. Sometimes, it's hard to get all the colors we want for our products, but that makes them special. We sell our things in different ways and make special orders too. EcoKaari is more than just a job; it's a place where we try to make the world a better place."

Ar
Testi

Artist Priyanka

Priyanka (artisan)

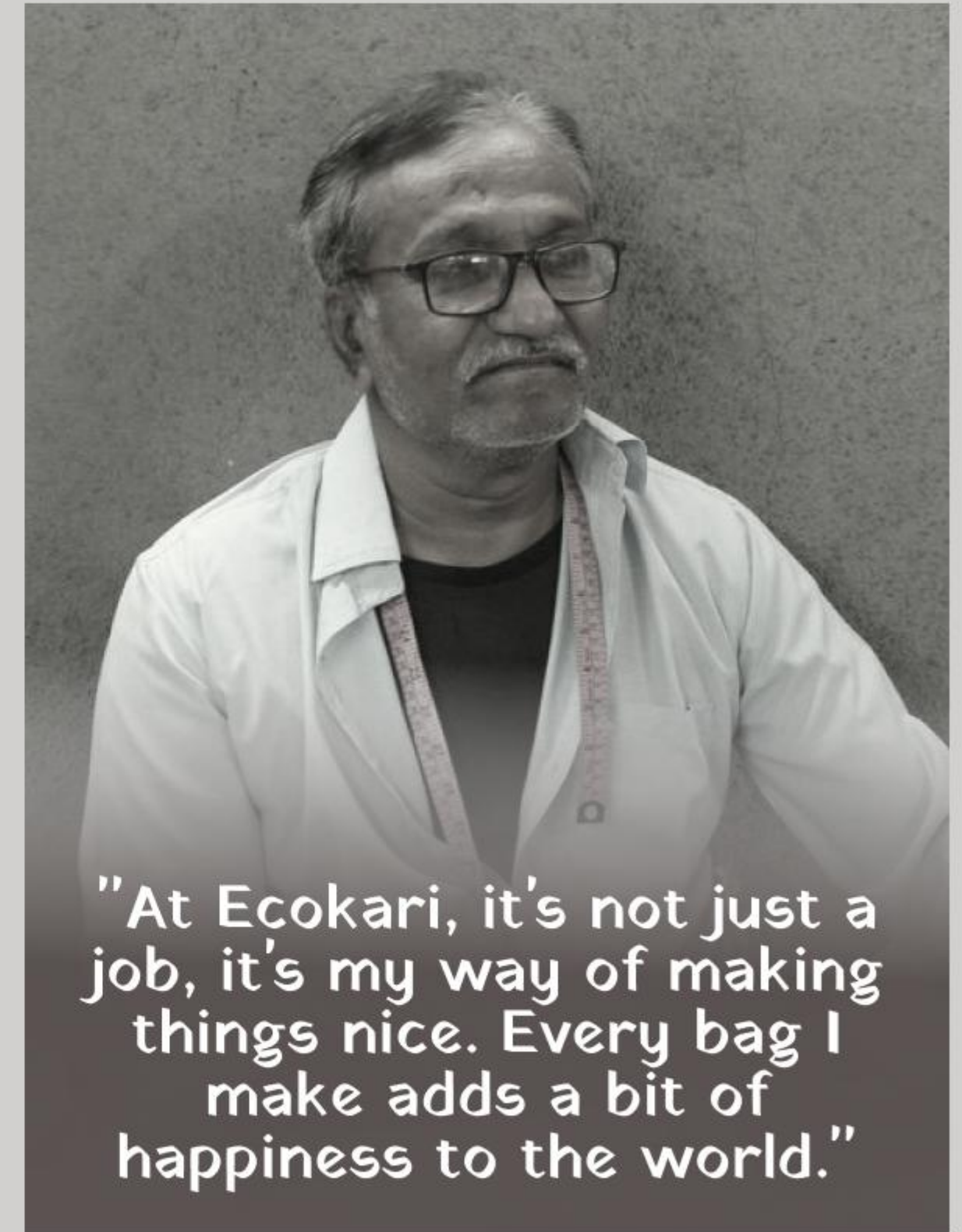
Priyanka is a bubbly 19-year-old and is in Third Year B.com. She lives with her parents and two younger siblings; a brother and sister. She loves to read books and listens to Marathi music. The first time when she came to meet us, she was bouncing with excitement, waiting to see how we upcycle waste plastic! That enthusiasm is what we want to see and feel among today's youth, and that is why they are rightly called 'Our Future'.



"Ecokaari's artistic haven—a friendly home for my craft. We sculpt beauty from plastic, weaving an eco-friendly weave."

Mohammad Sheikh (Tailor)

Mohammad Sheikh is a talented bag maker at Ecokari. At 54 years old and originally from Solapur, he uses his skills to turn fabrics, chains, and astar into stunning bags. Mohammad has been with Ecokari from the very beginning, playing a key role in bringing designers' ideas to life by carefully cutting and stitching each bag. His hard work and craft make him an important and valued member of the Ecokari team.





Artisans



Sujata Jadhav
(Artisan)

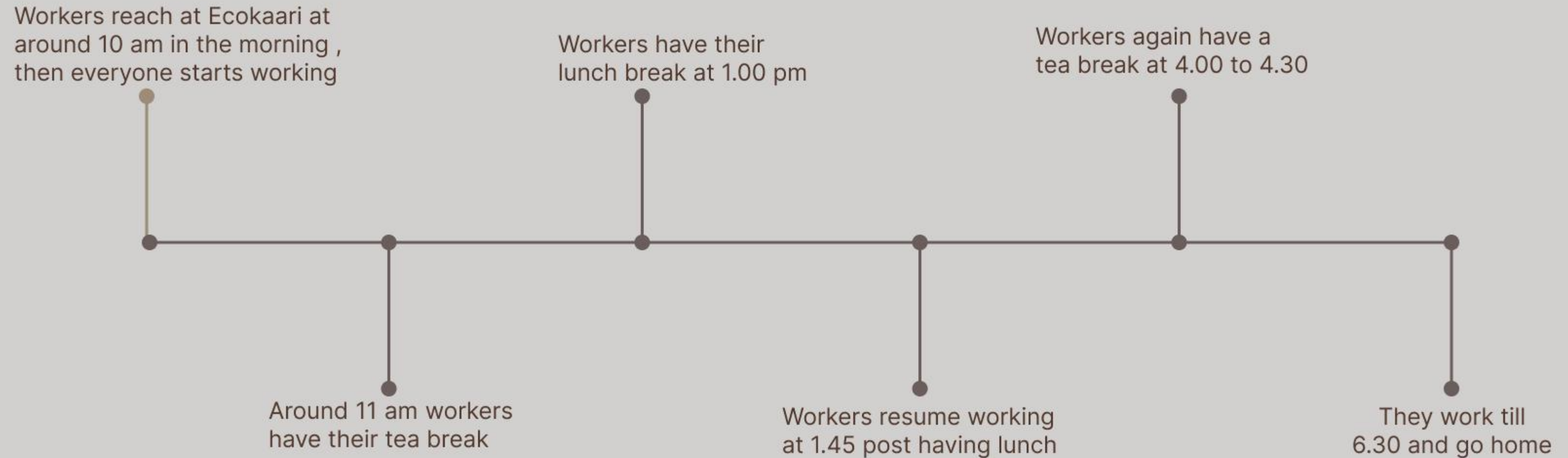


Akram Shaikh
(Tailor)

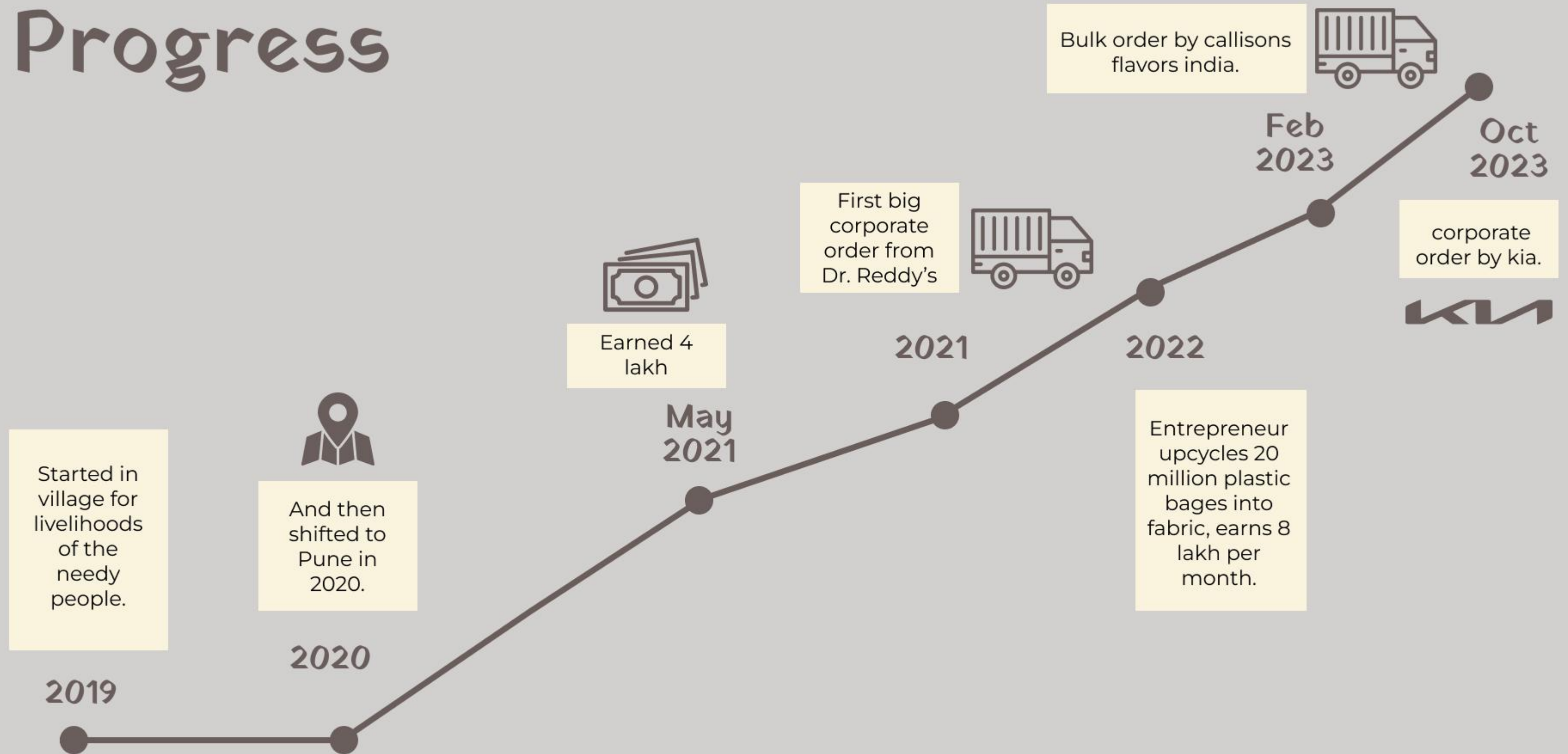


Suman Dhapse
(Artisan)

Their Schedule



Progress





Process

Detailed



The plastic donated to Ecokaari is stored at this room after the separation of hard plastic and soft plastic . Post that the plastic is washed and dried



Then the strips are rolled around a bobbin using a round charkha
The charkha is manually used as it's handle is rotated with one hand and the other hand rolls the strips into bobbins

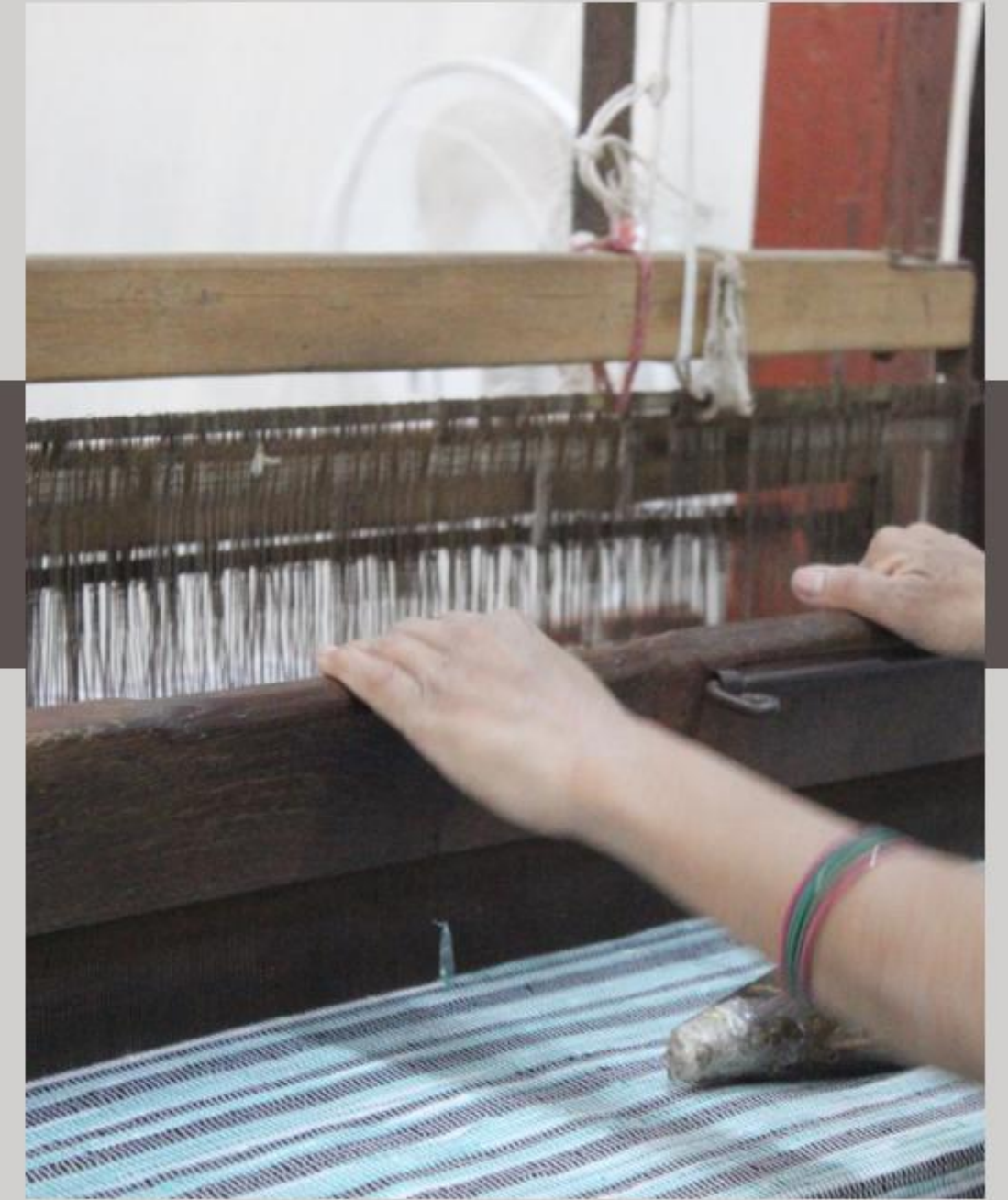


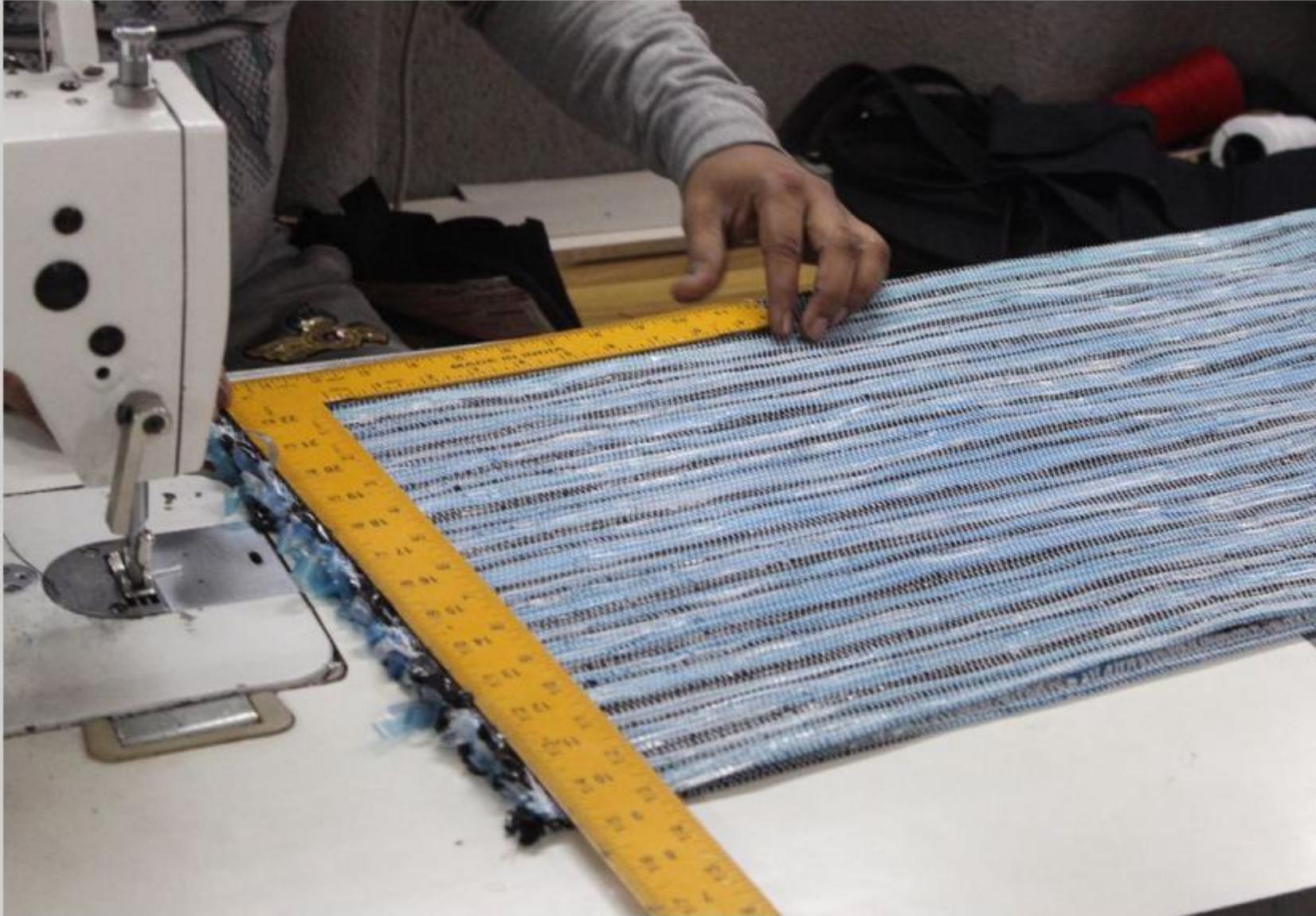
Then the plastic is manually cut into fine strips by using scissors .



The bobbin is then placed in a bigger charkha where its turned into threads and the fabric is made

This is how the threads are stretched along the charkha to make a fabric





The fabric that is ready is and stitched using a sewing machine. Different designs of products are stitched



The fabric that is ready is and stitched using a sewing machine. Different designs of products are stitched



Several Bags like these are then made



After creating the fabric, it is marked based on the specified size, then cut, stitched, and finally, chains are added to complete the process.

Tools And Machineries



Machineries

Tools



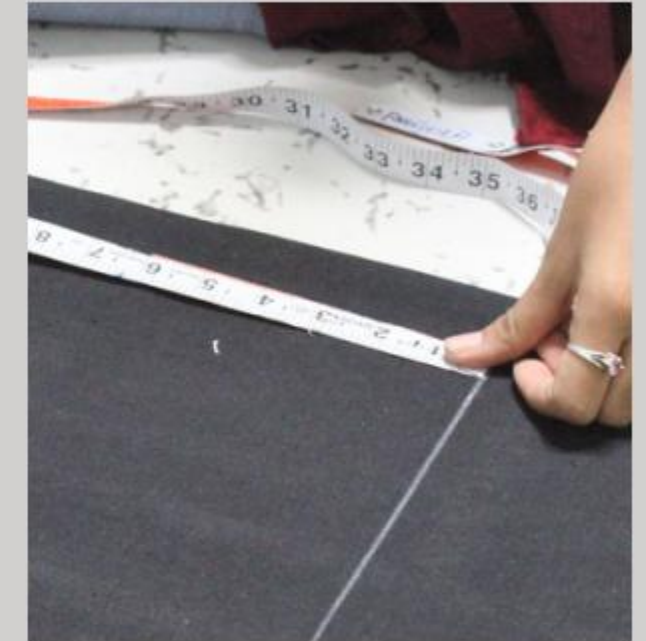
Cloth Cutting Machine



Weaving Handloom



Reel Holder of Plastic Threads(bobbins)



Measuring Tape



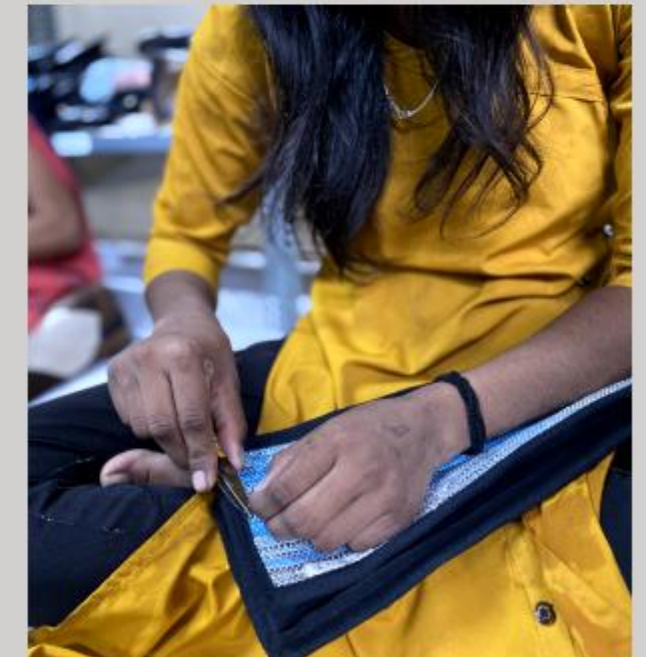
Sewing Machine



Charkha (Spindle)



Wooden Weaving Shuttle

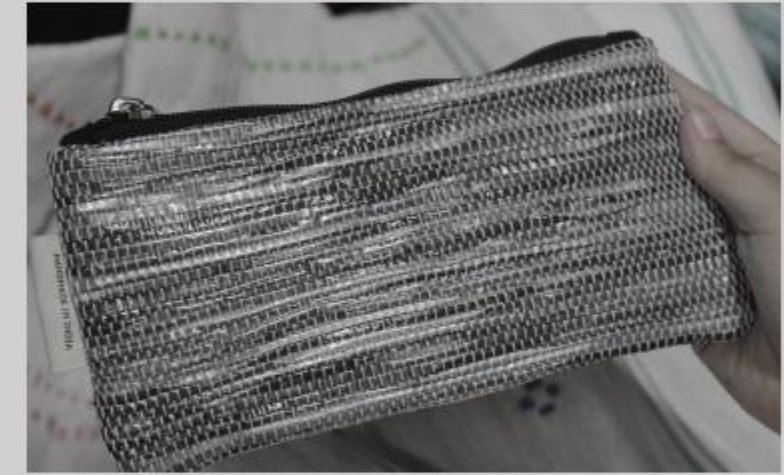


Sewing Scissor



Products

Products, made with classic designs



In total they have 38 products in which some products have patterns and some have designs made by the artists there.

Products



Gym/Duffle Bag



Beach Bag



Keychain



Tray



Water/Wine Bottle Cover



Backpack

Collaboration

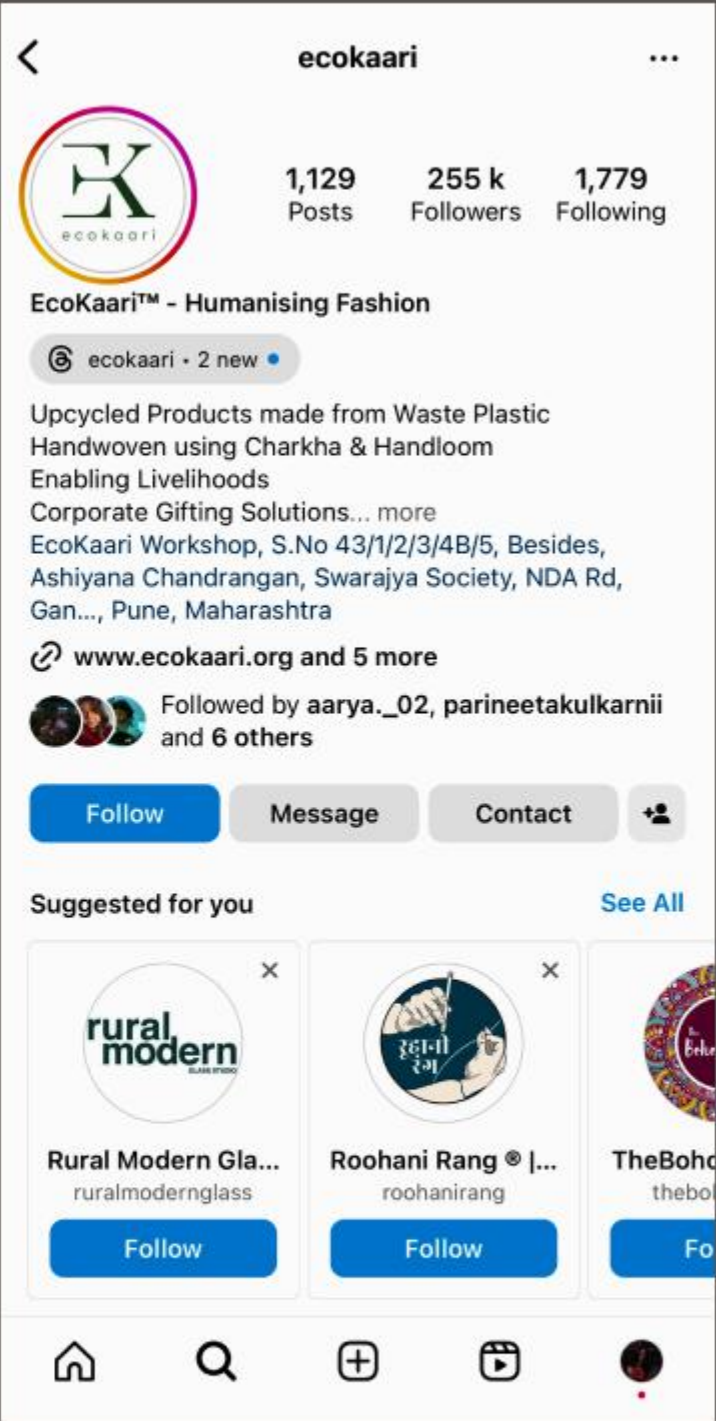
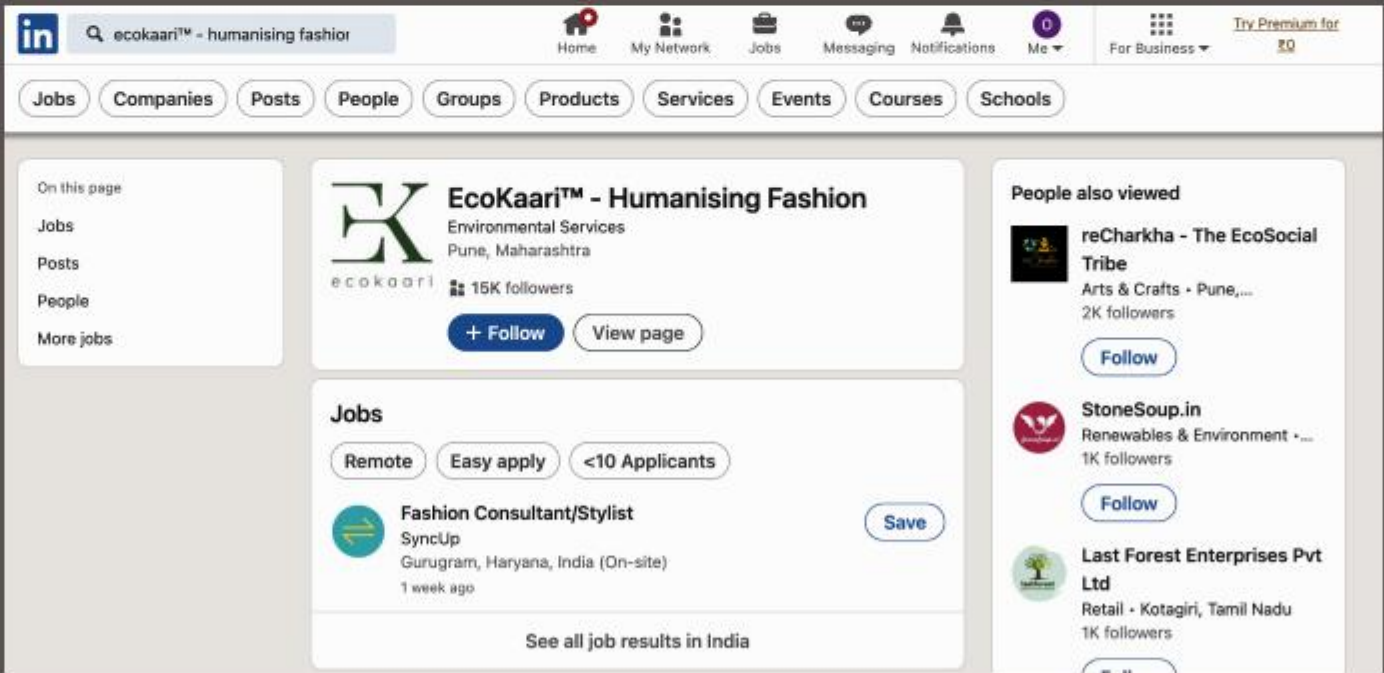
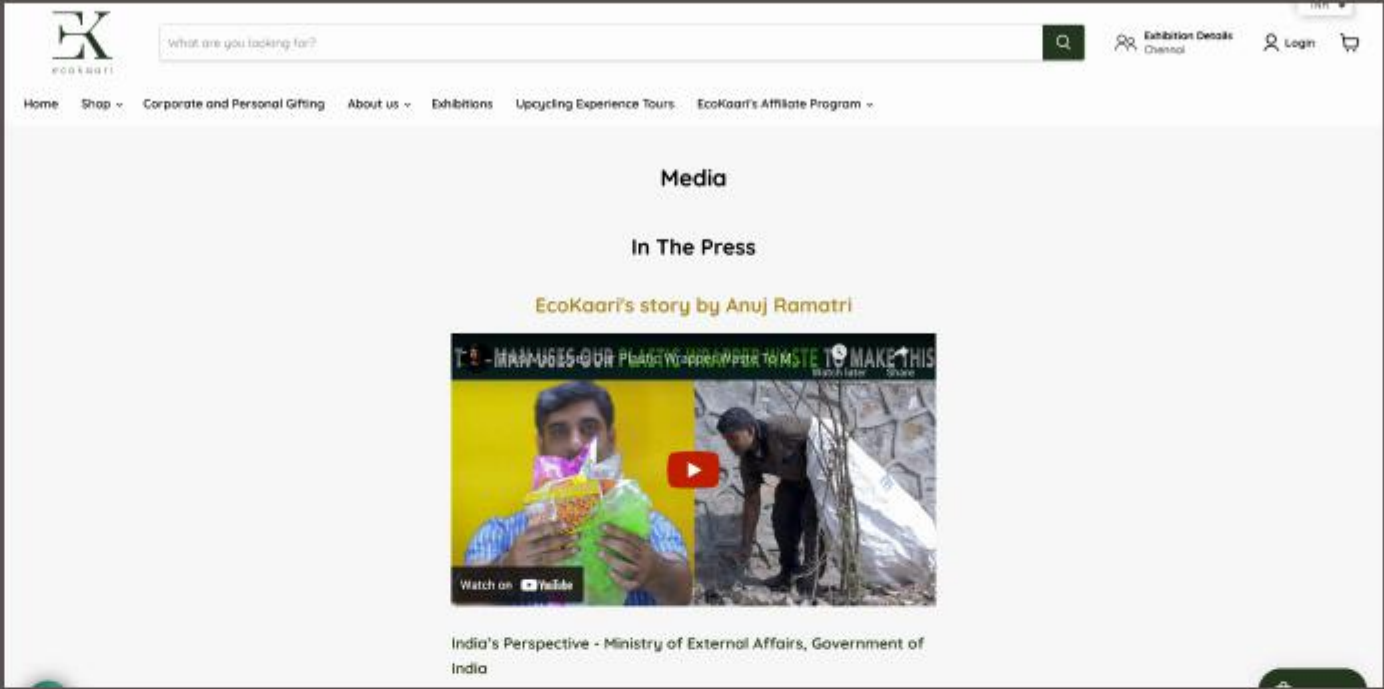
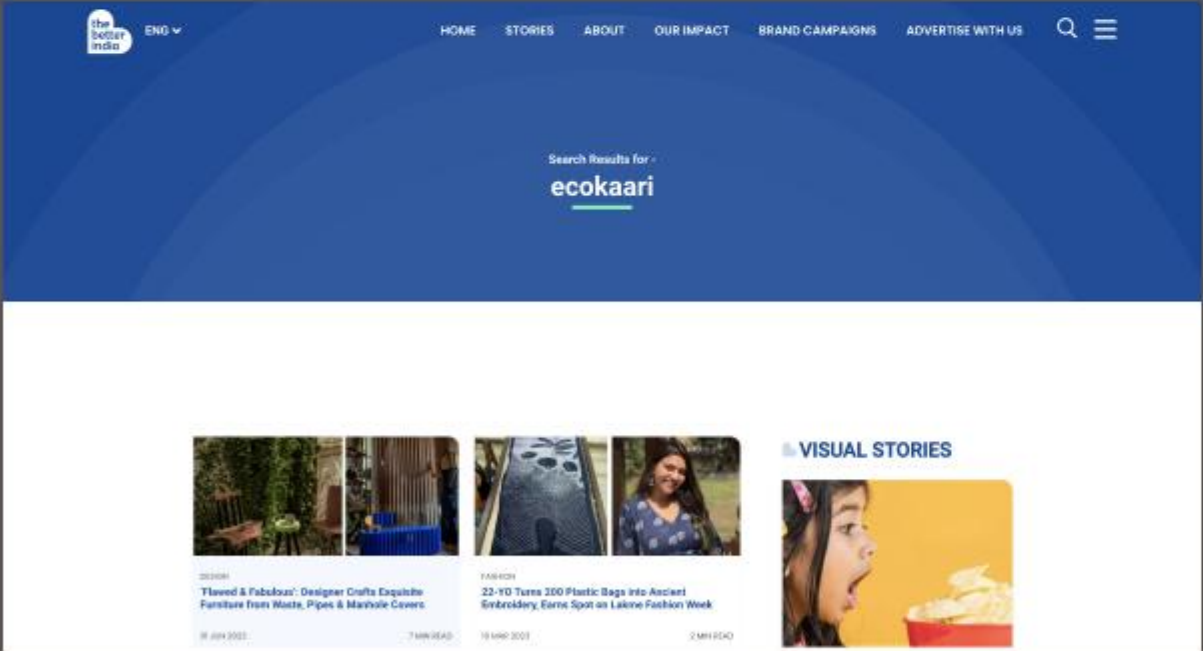


Ayushmann Khurrana promotes his movie in a stylish White & Gold Gilded Bomber Jacket by Gaurav Gupta. The jacket is made from upcycled fabrics by EcoKaari, using wrappers of crisps, biscuits, plastic bottles, and everyday items collected from oceans and landfills. This sustainable fashion choice not only showcases a unique design but also supports environmental conservation by repurposing waste materials.



“Gaurav Gupta's Upcycled Fashion from EcoKaari”

Ecokaari and Social Media



3 PILLARS FOR SUSTAINABLE DEVELOPMENT

Our Planet

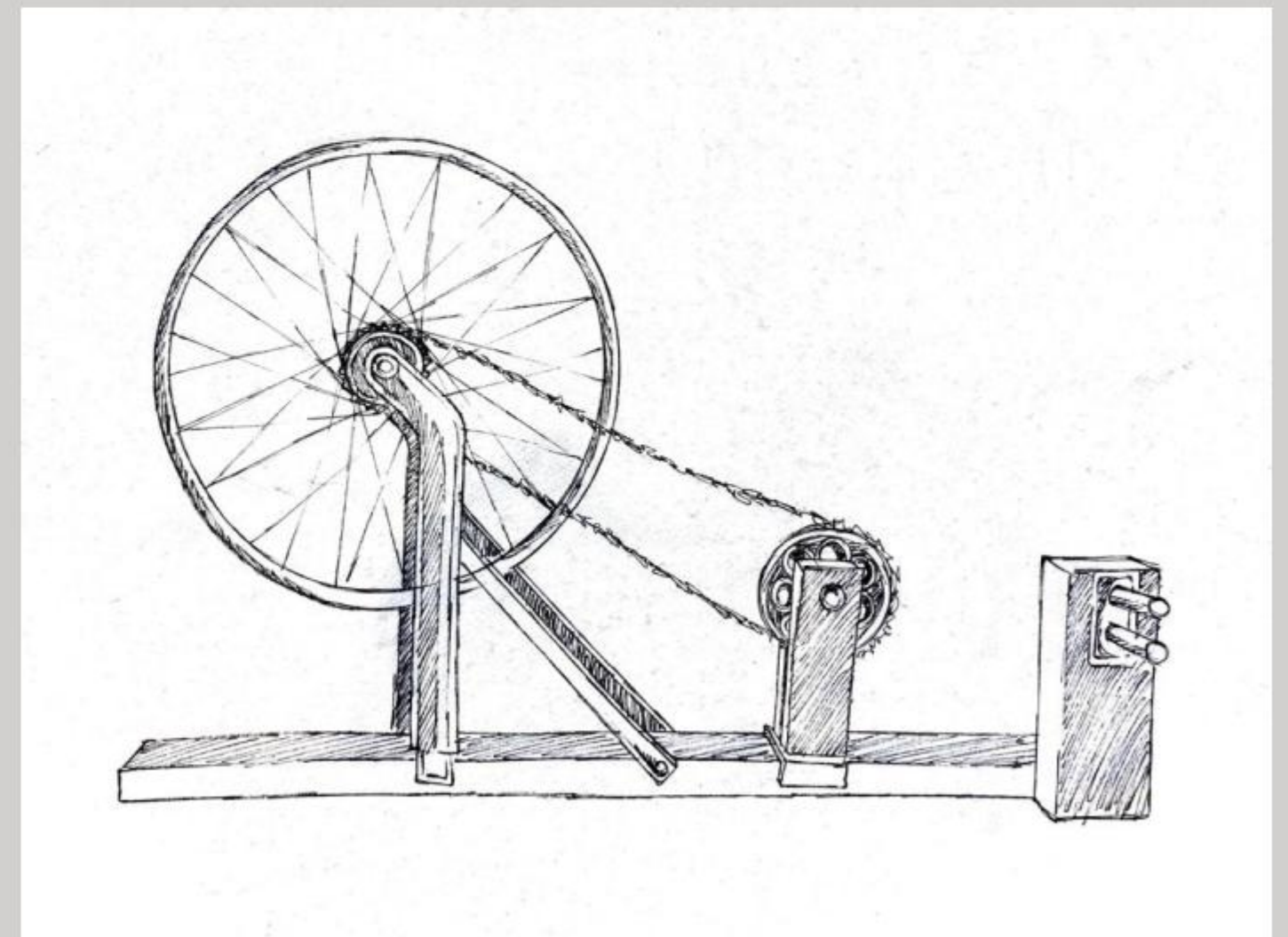
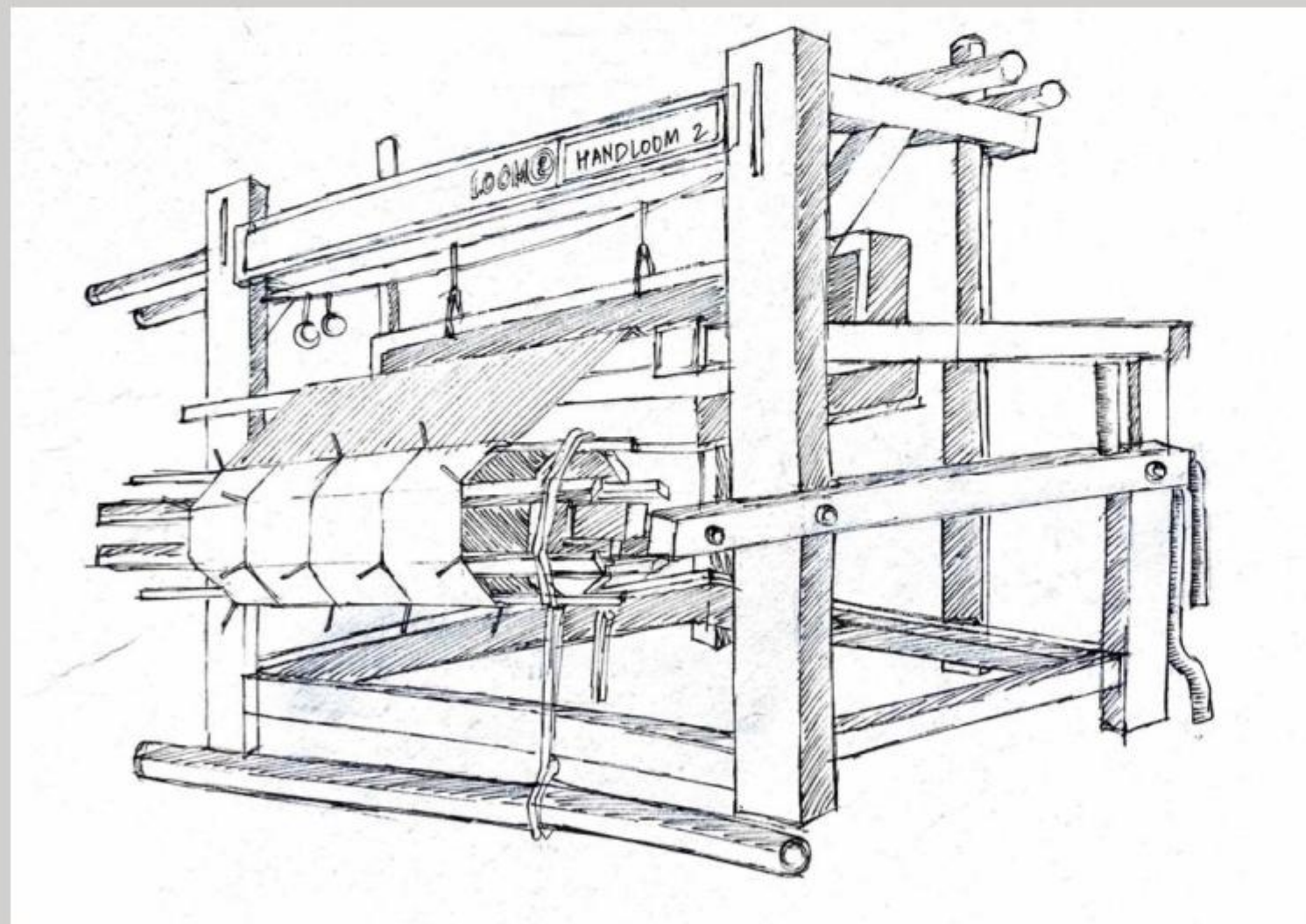
They procure waste plastic from the organization that collects waste on a large scale and from conscious consumers who donate their household waste plastic

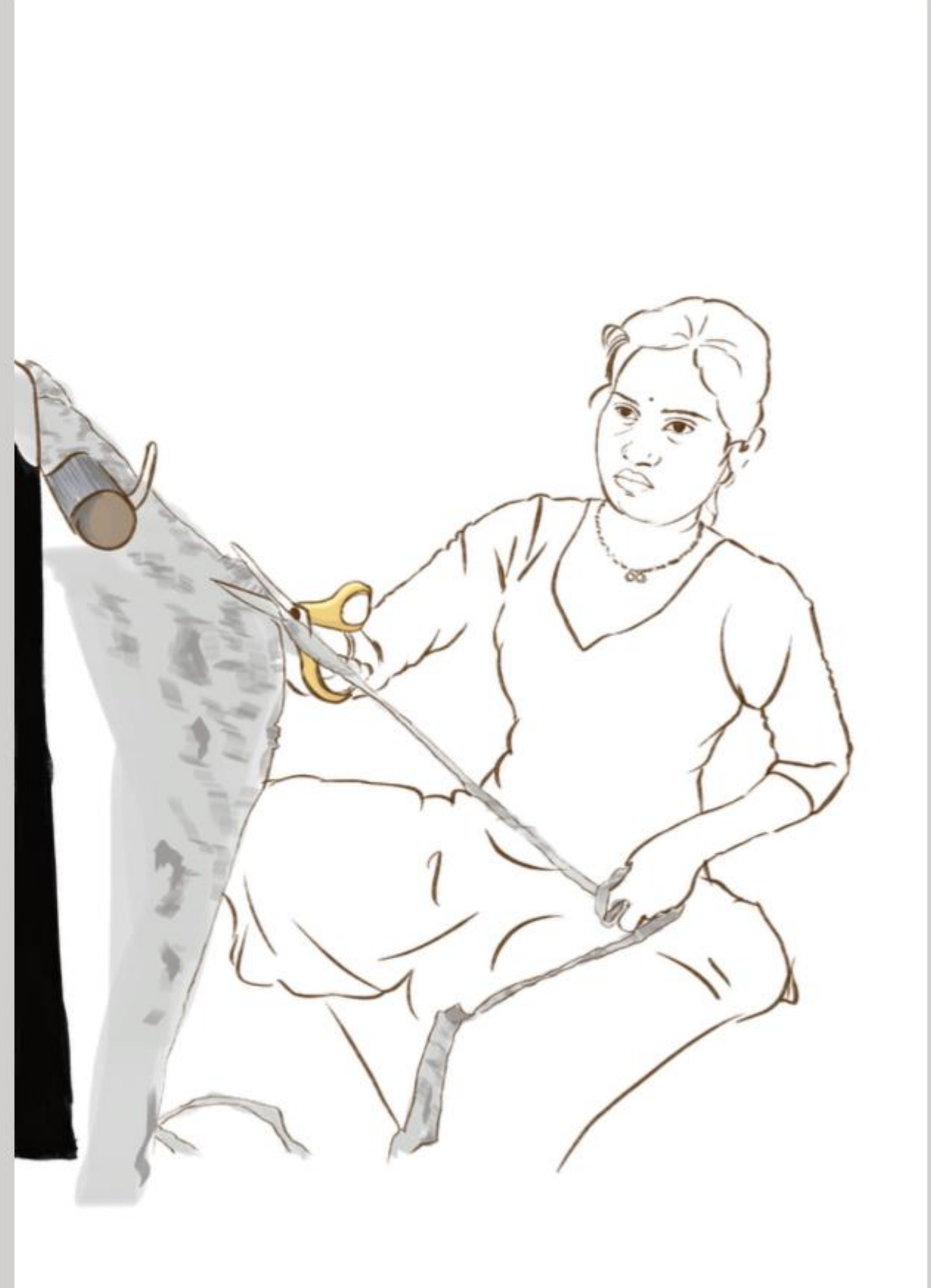
Any plastic donation that is not usable, is donated to another organization that turns plastic into fuel.

'Closing the loop'

increase the product's life cycle by repairing the products (free of cost - lifetime)

Sketching



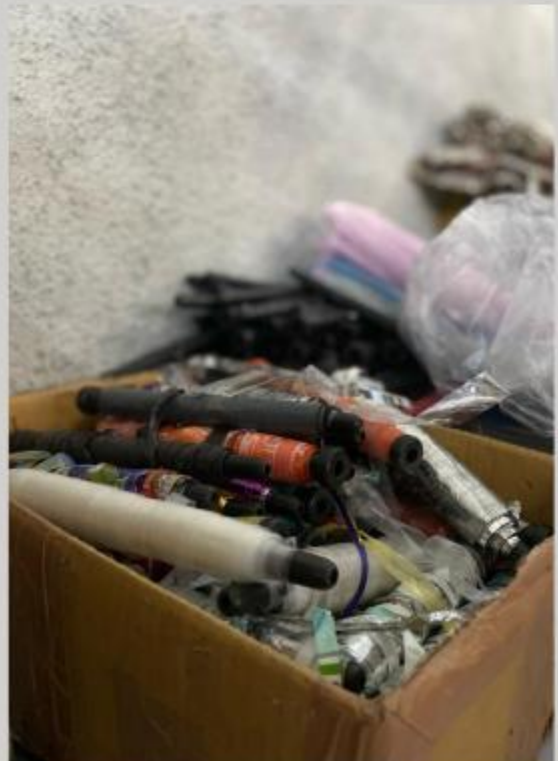




Team Members

Roles in Research

Riddhi	:	Photography
Owee	:	Interviews, Photography
Komal	:	Interviews, Dairy Entry
Shivani	:	Sketching, Layout
Riya	:	Interviews, Questionnaire
Shravani	:	Interviews, Questionnaire
Mrunmai	:	Photography
Rutuja	:	Interviews, Questionnaire
Isha	:	Dairy Entry
Shreya	:	Interviews
Sourav	:	Sketching
Vedant	:	Photography



Conclusion

In conclusion, Ecokaari serves as a powerful example of a community living in harmony with nature, demonstrating that, sustainable choices can lead to a better future for both people and the planet

Thank you