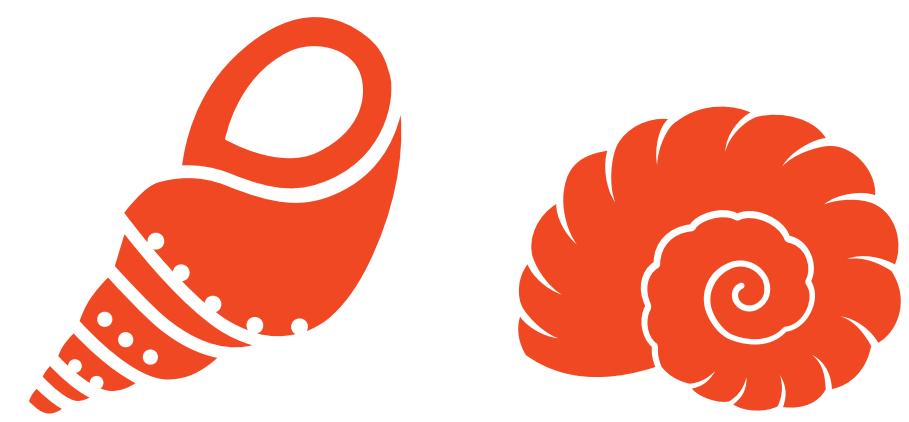


People + Craft

A craft that sustains thousands of livelihoods

Economic Reality
Unhealthy Work Environment
Consumption Paradox



Mollusks + Shells

Massive Exploitation
Endangered Species
Disregard for Marine Life
Inhumane Practices
Grey Areas in Regulation

1979

500 tonnes in
ONE YEAR

2014

1600 tonnes in
ONE MONTH

Sea-shell Export Data*

"As per the provisions of the India Wildlife Protection Act, 1972, the definition of "wild life" is "any animal, aquatic or land vegetation which forms part of any habitat" and includes bees, butterflies, crustacean, fish and moths; and aquatic or land vegetation. These are 'Government Property' and are thus protected from being harmed or exploited."

Dredged from the
Sea Bed

Boiled in Oil

Bleached in Acid

Shell Processing

Wildlife Protection Act
Section 9, 39, 44, 50, 51

*Data cited from International Trade in Seashell Export

HOW CAN SUSTAINABILITY BE ACHIEVED?

RESOURCE

DECREASE WASTAGE
BETTER USE OF STOCK
INCREASE SUPPLY

DEVELOP SUBSTITUTES

CONSCIOUS CONSUMPTION



SUSTAINABLE DEVELOPMENT

WHY GLASS?

Property of glass as fragile, breakable and needing care analogy to a shell and making a metaphor for sea creatures.

Accuracy in achieving aesthetics of a real shell.

Glass is composed of on the most abundant resources on the planet - sand.

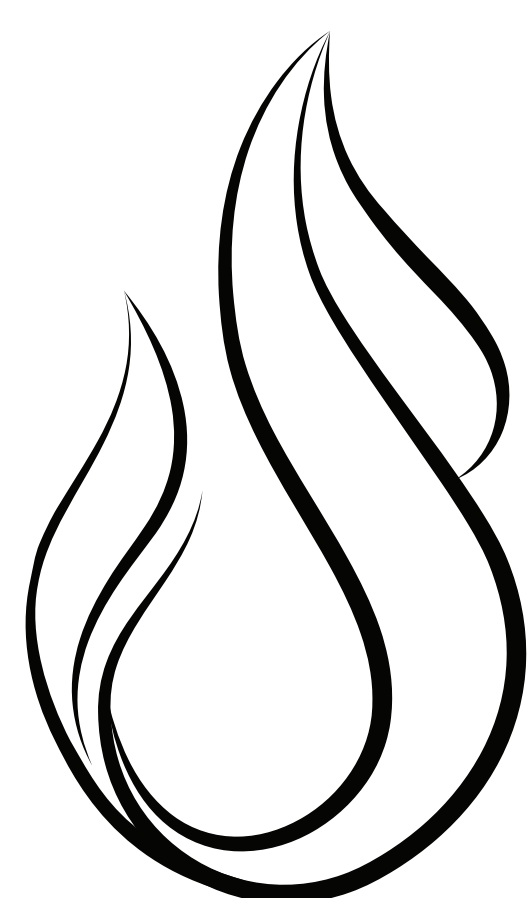
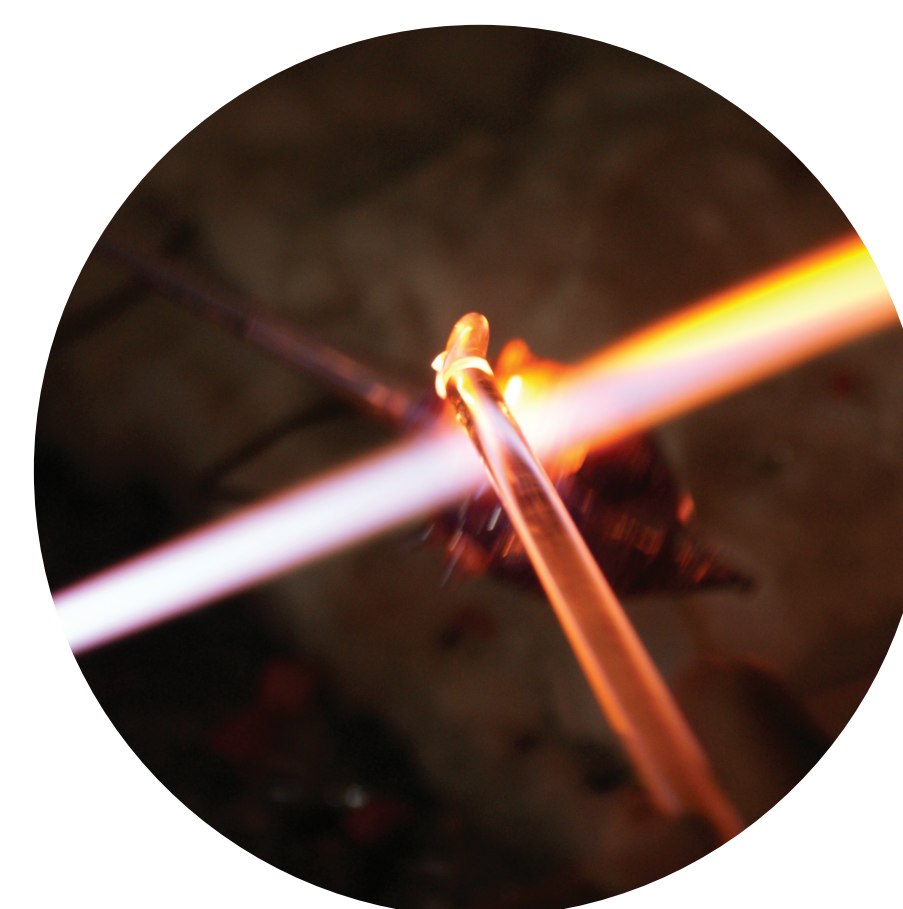
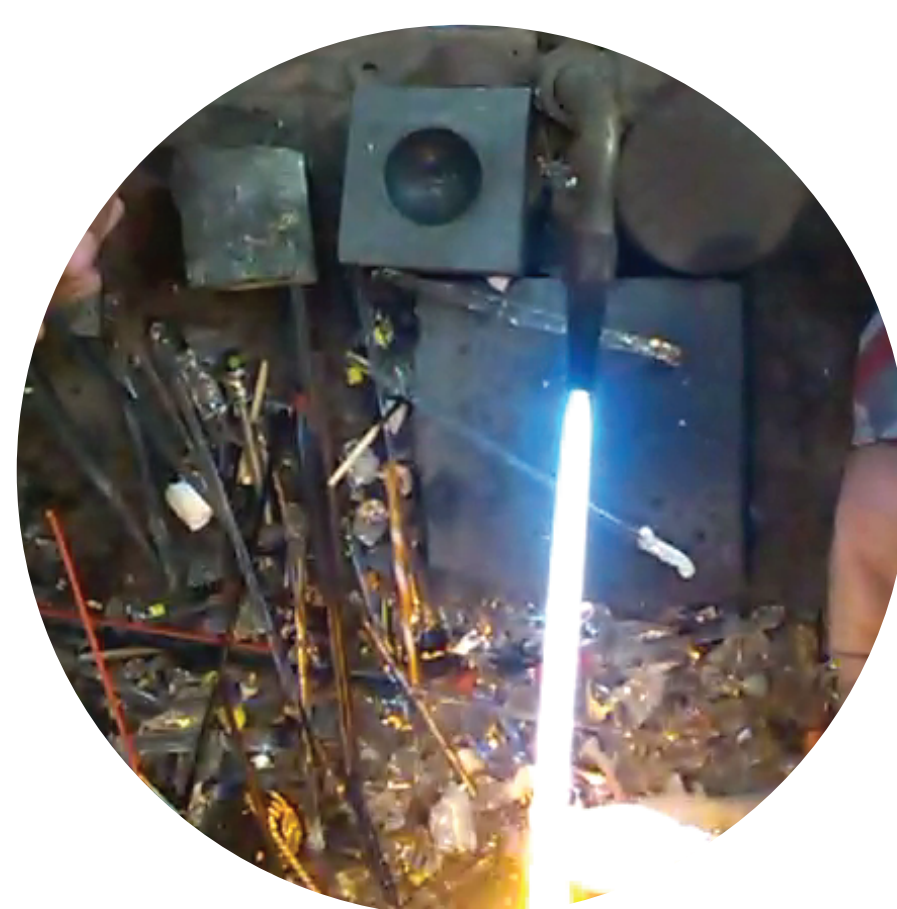
FIROZABAD
GLASS CLUSTER



TYPES
SODA LIME
BOROSILICATE

PROCESS
GLASS BLOWING
FLAME WORKING

GLASS ARTISAN
MANOJ KUMAR



SVATIK
unforgettable // alternative



CONSCIOUS CRAFTSMEN & CONSCIOUS CONSUMER