



AT A GLANCE

Incorporation: 2020

Sector: Waste to resources + Pollution

Website: www.ecodecotrc.com

Stage of Startup: Commercialisation/
Business model validation

Stage of Product: In-market

Customer Focus: B2B, B2C

Funding: Friends, family, and savings



Sonal Shukla

While on a trip to Himachal Pradesh, Sonal saw disturbing piles of plastic waste affecting the ecosystem and local people. Armed with her Master's in Electronics degree, support from her parents and the determination to solve the plastics problem, she embarked on her entrepreneurship journey in 2020. She is a firm believer that technology should work in harmony with social needs.

ABOUT

Eco Deco is a brand that supports circularity by recycling plastic waste into eco-boards that can be used for innovative and modern home décor products.

THE CONCEPT : PROBLEM & SOLUTION

India generates 15,600 tonnes plastic waste per day of which 60% is uncollected. This waste threatens ocean health, food safety and quality, human health, coastal tourism, and contributes to climate change. To solve this problem, Eco Deco came up with a sustainable solution to upcycle plastic waste to manufacture panels used in furniture and interior decoration which traditionally use wood.

With her venture, Sonal aims to solve dual problems of eliminating plastic waste and reducing the need for virgin raw material in the form of wood.

PRODUCT

Eco Deco panels are a perfect replacement for the wooden panels and low-quality particle Board. Presently, Eco Deco has set up their own prototype machine which has the capacity to produce panels of 4*4 dimensions by processing various types of plastics like HD, LD, and MLP. Each panel uses only one type of plastic, with thicknesses varying from 6-20 mm.

Panels can be used to create innovative and unique products. Some of these use cases are:

- Portioning and wall tiling
- Furniture like tables, stools, desks, etc.
- Utility products such as laptop stands, planters, posters, diary cover

CUSTOMERS

Target is eco-conscious customers who are switching to sustainable options and is partnering with interior designers, architects, and design companies to reach more potential customers.



FUNDING

Eco Deco is a bootstrapped business currently looking to raise funds through grants to buy a better machine and scale its operations.



VALUE PROPOSITION

- Eco Deco panels are made from 100% recycled plastic, using only one type of plastic across the panel to ensure future recyclability.
- Panels are lightweight, waterproof, termite-proof, rust-proof, heat resistant up to 70°C.
- Buyback support is offered to customers after 1 year to make it a completely circular business.

SUPPLY CHAIN

For their initial set up they tied up with rag pickers to segregate HDL plastics. They have never faced challenges sourcing the required waste. They also run awareness programs to collect waste and promote segregation at source.

IMPACT

One board with maximum dimension capacity which is 4x4 feet with 20 mm saves around 25 kg of waste plastic and 20 kgs of CO2 emission.

CHALLENGES: HURDLES & LESSONS

Eco Deco kickstarted their operations in the pandemic. As a young startup, they struggled to market their products. However, with their dedication, they have now collaborated with many organizations, diversified their product portfolio and increased their customer base. The prototype machine has dimensions of four by four, but standard market dimensions are eight by four. In order to create standard boards, Eco Deco is looking to raise funds to buy machinery with better specs.

WHAT'S NEXT

Post their initial success, they are now looking to expand their product portfolio further and scale their operations pan-India.