



Creating a sustainable lifestyle

Product Catalogue

2022

Idā (इदा)

🔊 Noun | *pronounced as Ee-da*

Sanskrit : a process of creation (of The Universe), recreation, comfort, vital spirit, animation

Urdu : 'to protect'

English and Hindi : prosperous, hard working, knowledge, insight, 'this moment', Planet Earth

Urban Slang : Industrious , Raw



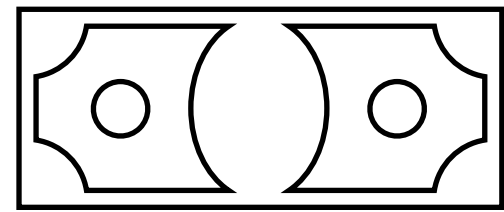
" **Idā** for us is creating products from waste to help our Mother Earth. It is not just about designing the perfect products , but convincing our customers that our company will help them live a sustainable luxury life where one's waste is other's treasure. "

- Team Ida Eco Decor



Environmental Impact

Concept of waste doesn't exist in nature and it is our responsibility to find a sustainable solution to it. Our products are not just reducing waste but also are carbon negative by nature.



Economic Impact

All our products ensure ethical trade and economical viability They are cost effective and making waste a new asset.

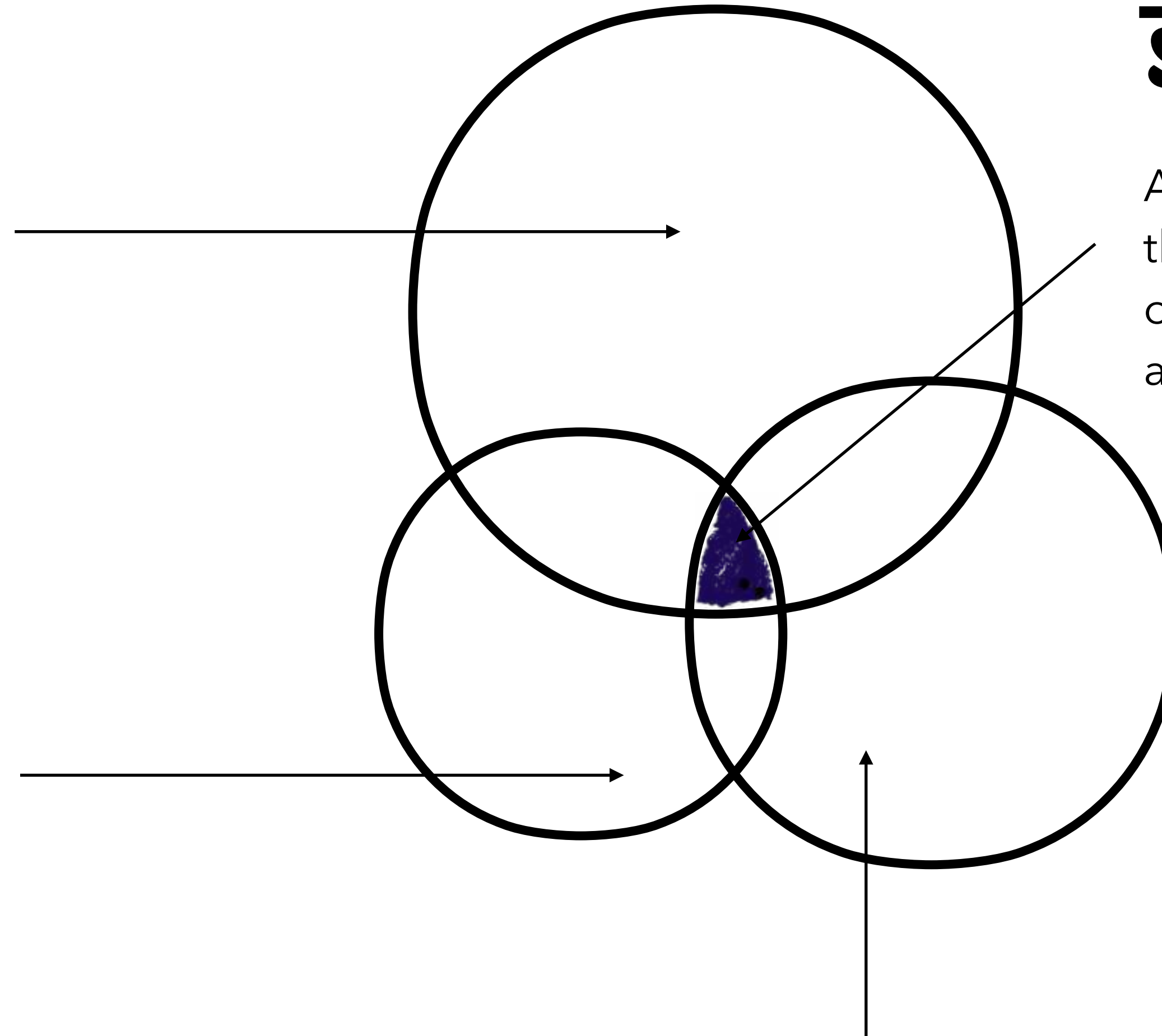


Social Impact

Bringing a difference to those in need is one of the strongest belief of Ida. Generating employment and empowering rural women , LGBTQA++ community helps us bring a social change in their lives and the community

इdā'S Belief

A balance of all is the core ideology of EETech group and also of Ida



Dr Binish Desai laid foundation of Eco Lights Studio in 2017



Eco Eclectic Technologies has given exclusive technology usage rights of its material in Home Decor and Gifting products to Eco Lights Studio now Idā Eco Decor.



Tina : Our Inspiration

It all started when we were constructing toilets in a village and a woman named 'Tina' walked up to us and started arguing that she is a widow with three daughters and selling pulses in the village , she cannot take care of her house because of her poor earnings how will she be able to maintain this toilet. This lead to Dr. Desai realising that if the rural women cannot come to the factory for work how aboutbring the factory to them. This lead to Eco Lights Studio ; now Ida Eco Decor.



इdā Team



Dr. Binish Rajiv Desai

Founder

Material and Product
Design



Mrs. Yashvi Binish Desai

Co- Founder

Chief Executive Officer



Mrs. Komal Parth Desai

Co- Founder

International Expansions



Mr. Harin S Panchal

General manager

Center and Products
Management



Women at IDA

Eco Warriors

Production

“ Goa - God's own paradise.

A land of plenty flowing with abundance in beauty & nature galore. A national & international tourist destination of incomparable natural bounty. But with the boon of being a go-to destination for one & all comes the flip side of managing waste for the region. The Goa of my dreams is to achieve an unpolluted waste free tourist destination which maintains its Beauty & glory despite its heavy load of waste by creating awareness & social responsibility in a sustainable manner. And what better way to achieve this than by recycling waste into beautiful decorative items , jewellery & crockery for everyday use. We are venturing into this endeavour by joining hands with Ida Eco Decor and Dr Binish Desai to take bring unique products to Goa.

Let each Goan do his & her bit in keeping Goa clean & Green.”

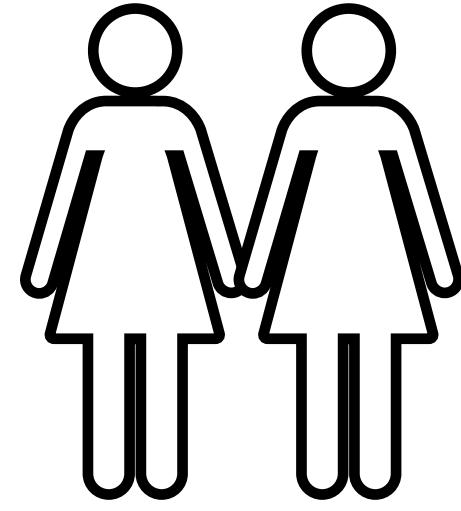


Mr Jay Mascarenhas

Owner

Ida Eco Decor Goa

इdā Unique features



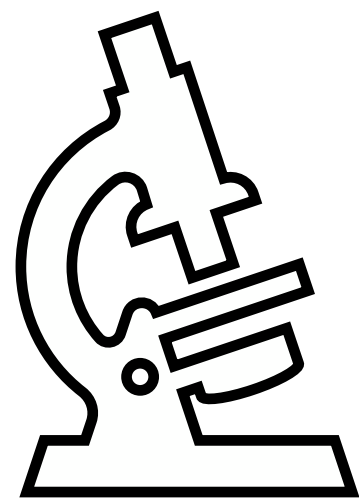
Empowers women to become entrepreneurs by providing them training



All our products are handmade and one of a kind. Each lamp has a unique personal touch by the women who made it with their fingerprints showcased on the lamp



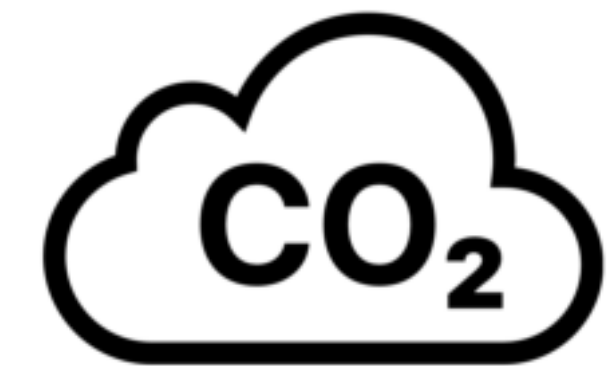
Our support for Clean India mission is strongly integrated with cleaning up waste and also providing way how waste can be avoided in the first place



Our material is made from patented technology developed by Dr Binish Desai, The Recycle-man of India



Each product helps reduce waste from entering the landfill. All our products are 100% Recyclable. All our packaging is also sustainable reused and minimalistic. We also reduce E-waste in our lights product line



All products are carbon neutral with many products being carbon negative thus reducing carbon emissions



ELS Eco Center

Situated in Balda village in Valsad District ; this rooftop center has been an apt example of a micro social enterprise where the women from the village get to gather to create Ida products



Women Empowerment

While working closely with women in rural India we come across some amazing stories. How our products are not just a source of employment but have changed their lives in many other ways



Ida Women Empowerment Center

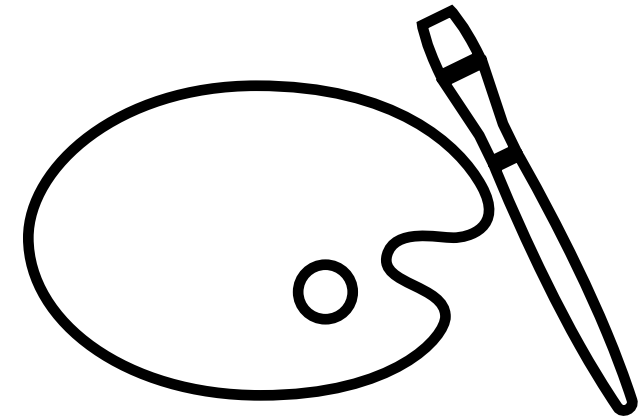
Situated in Bhiwandi, is a unique center for us where we are working with local NGO to employ past sex workers to make our products

Ida Women Empowerment Centre

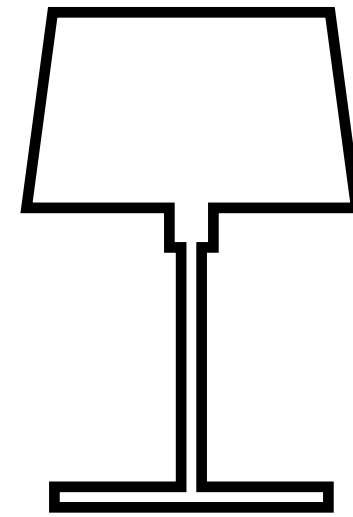
Our Bhiwandi center is a unique experience to visit and understand how a place and people are transformed through eco innovations



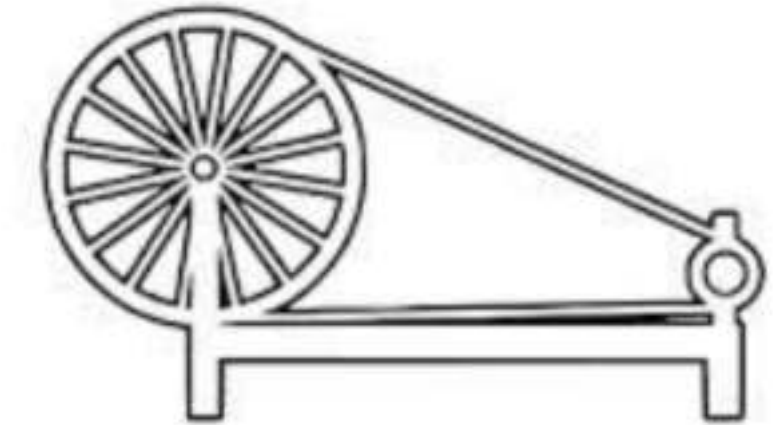
इdā Unique features



Vocal for local and supporting local and young artisans by providing space and canvas for creative collaborations



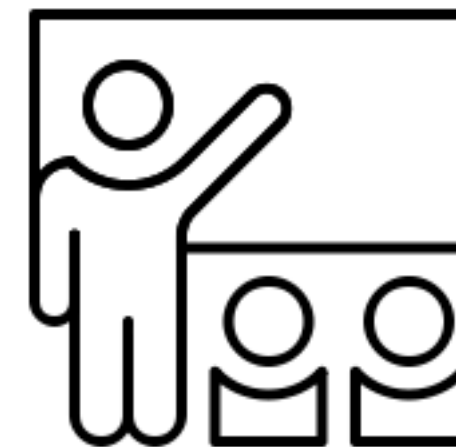
Our products come with two years warranty and after which if you wish to change the design, we will send you a new one in exchange of the old.



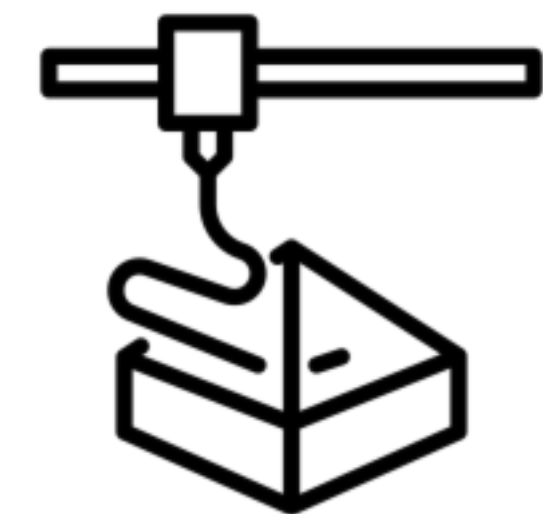
Swadeshi home grown brand with everything Made in India with Love. Atmanirbhar Bharat is what we believe in where we make locally and sell globally



Empowering LGBTQA ++ community is as important as our women empowerment initiatives. We provide a safe space for the community to help explore and express their creativity



Creating community integration and awareness about waste being an asset. The unique eco centres are a place for youth and community to get together and rethink waste



Future ready with ultra customisable products that will be eco printed using specially designed 3D printers

Eco Studios

Popup stores that reflect the ideology and beliefs of Ida and provides a fair trade marketplace for all the products Ida Eco decor has to offer. Apart from products we also offer unique experience to show how waste can be a luxury. A total of 700 kilograms of waste was recycled in making this studio



Youth Engagement

Youth are the innovators of the future and we at Ida strongly believe that. At our centres we have seen unexpected innovations coming from young minds





Students and Community events

Sessions with various students and corporates to help them reimagine the waste





Ida Products at The Shoppe

Our products can be found at various stores across India

One such store is at The Shoppe , Vadodara



इdā Scope of Service



Designer & Architects

Looking to impress your client with a jaw-dropping custom designed material? Our selection of products never disappoints



Homeowners

Having trouble finding a stunning products that's still in your price range? Let our experts show you how



Corporate Gifting

We offer a personalised guide to gifting for the year-round festivities, with curated gifts that are crafted by hand with a wonderful unique story

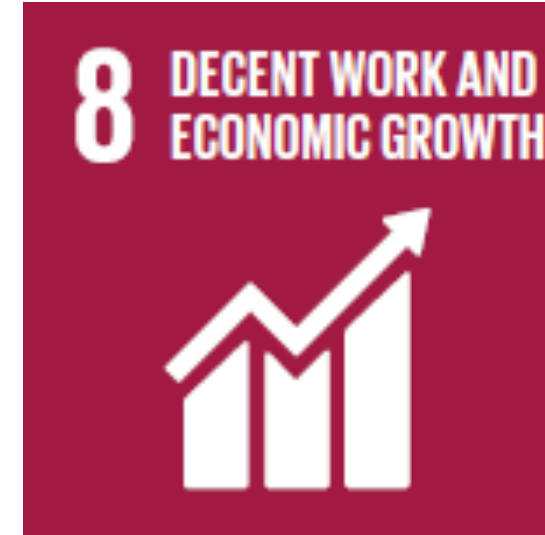
We are soon coming up with specially curated events, eco weddings, eco center tours and many more unique experiences

Idā 'S Commitment to UNSDA Goals



No Poverty

We work towards ending poverty with generating more jobs and cost effect housing projects



Decent work and economic growth

Our triple bottom line belief helps us maintain a balanced economic growth. Our fair trade policy helps everyone involved grow with the brand



Sustainable cities and communities

Our micro social enterprise system helps develop a sustainable community and managing the waste helps achieve it



Partnerships for the goals

We believe in collaborations than competition and work closely with local and international bodies to achieve our SDGs



Gender equality

At Ida we consider all humans are equal. With team balanced out and open acceptance of all genders we grow together



Industry Innovation and Infrastructure

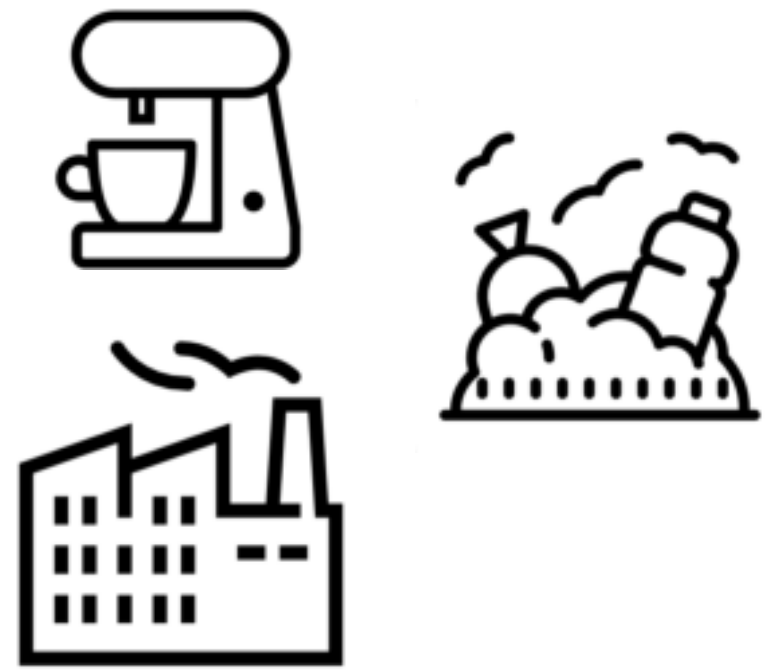
Creating unique eco projects and constantly innovating ways to be more efficient in our process and help other industries reduce their waste is our goal



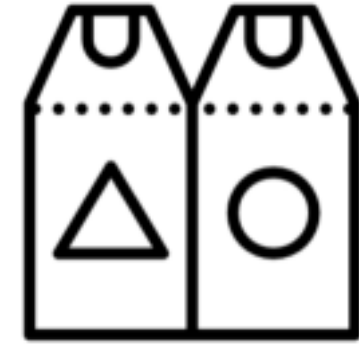
Climate Action

One of the biggest and most important objective is our duty towards creating an eco environment to reduce carbon emissions and do our part in making the earth cleaner and greener

इदा Process



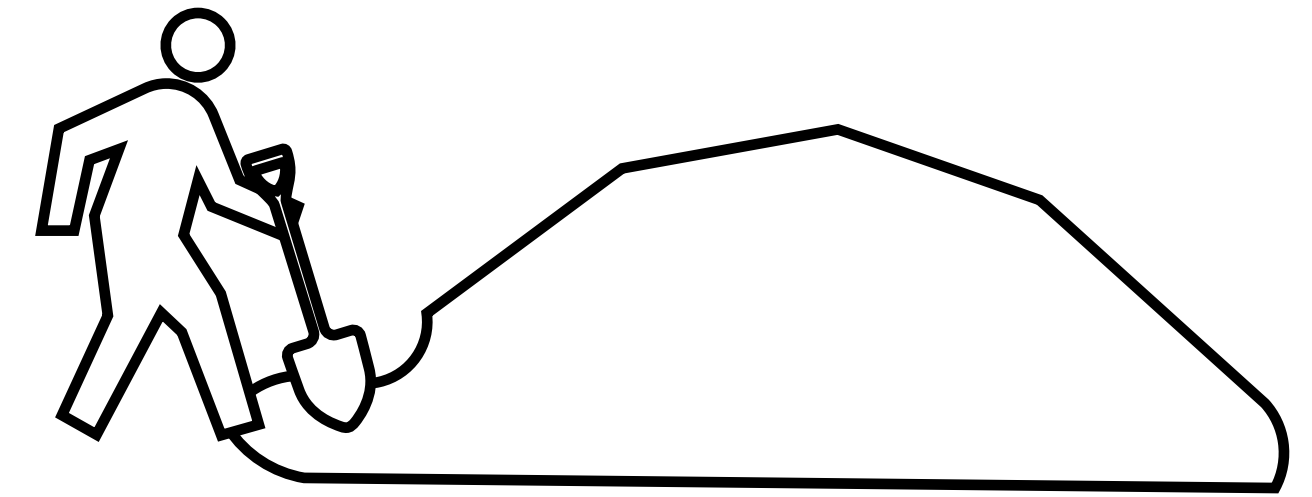
Raw Material Industrial Waste from landfills



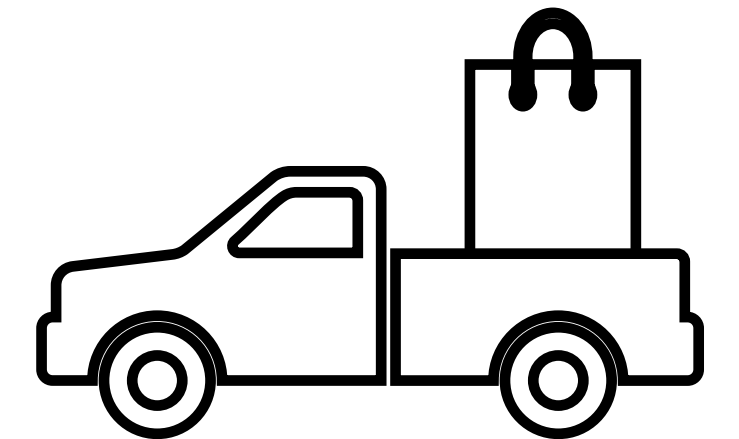
Waste collected from the designated landfill site and brought to the factory



Ida eco collection facility



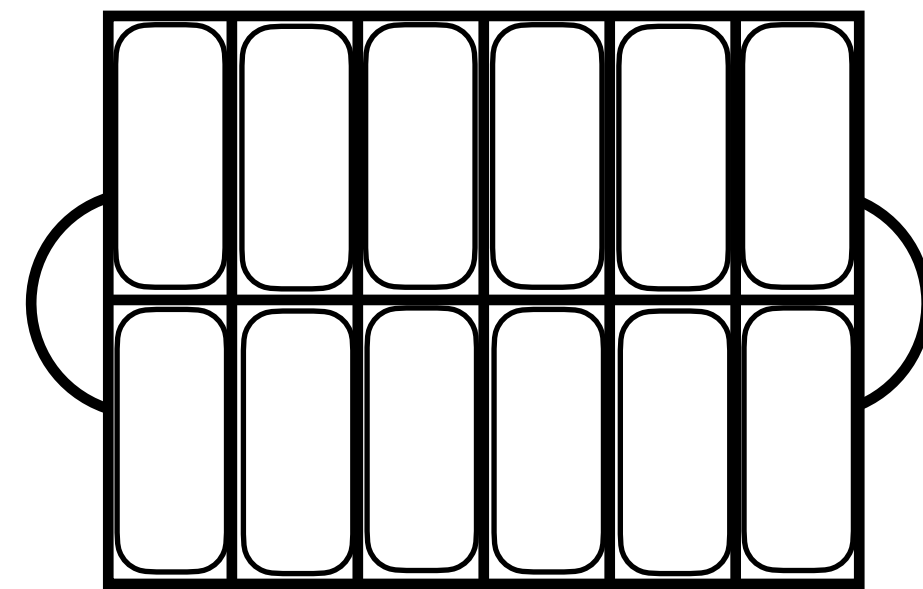
Material collected for use and ready to be hand moulded



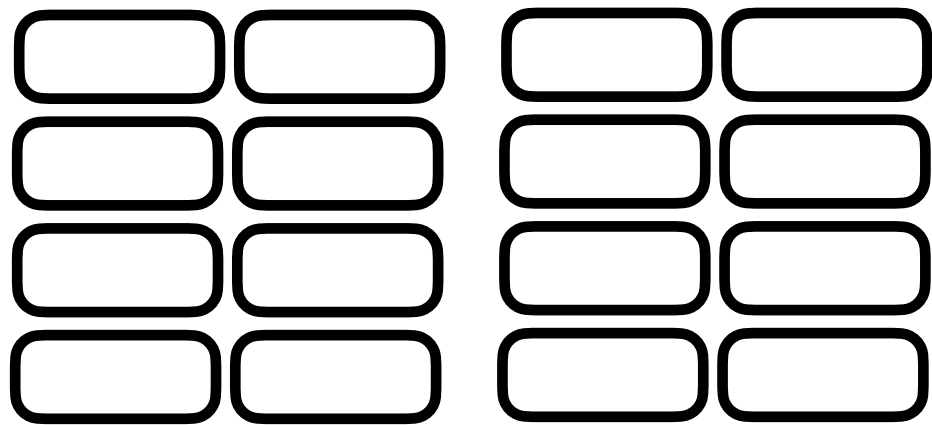
Transferred into bags and sent to eco centres



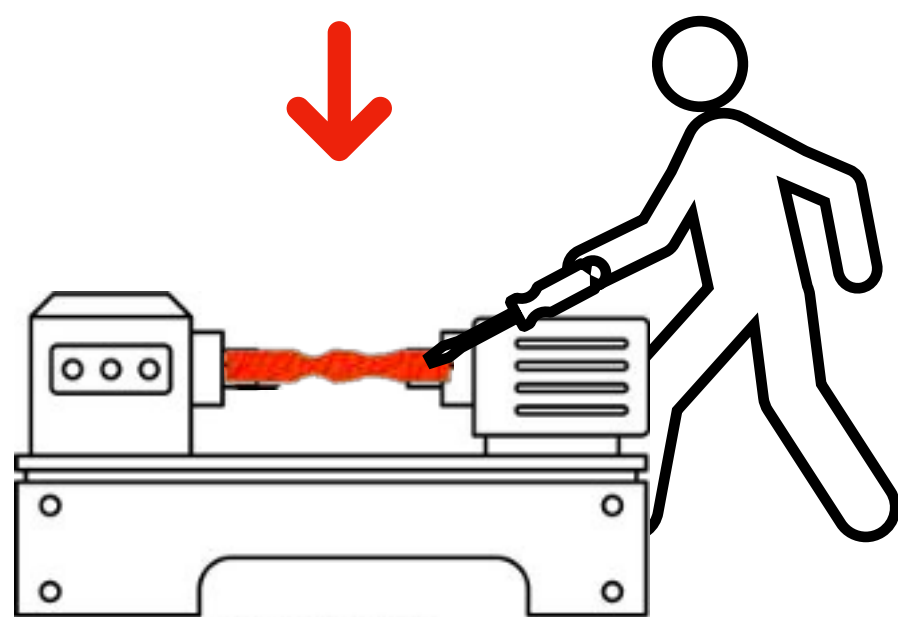
Women at the eco center are trained to convert the material into products



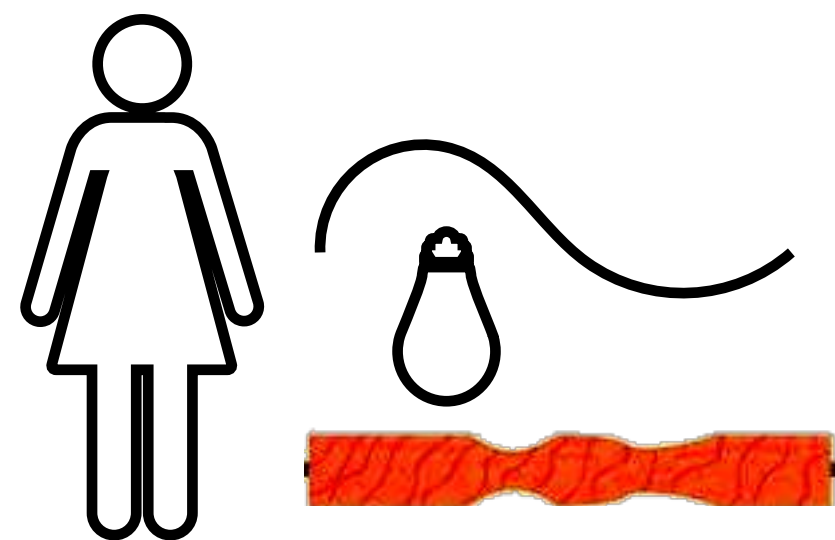
Mixed and Moulding as per the recipe different moulds are used



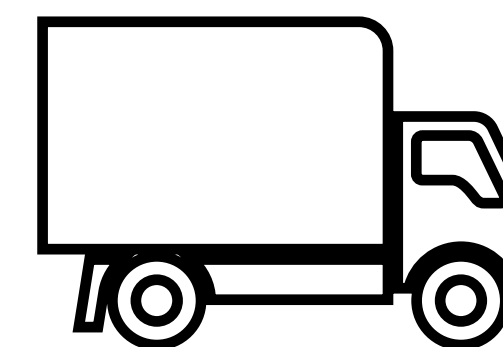
Naturally dried



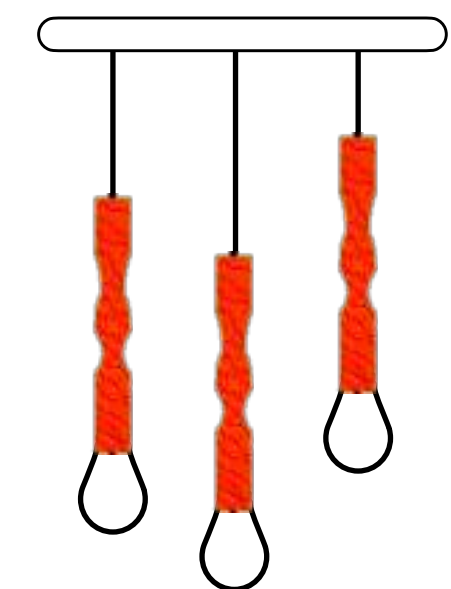
Local artisans convert the dried slabs into shapes



Transferred into bags and sent to eco centres



transferred into bags and sent to eco centres



Ida Eco Studio



इdā Process

Hand carving process

A walkthrough of how a village's local and now our master artisan trains other women to carve out waste into these candle holders



इdā Materials

The products are made from more than 27 different types of waste but majorly Tea , Coffee, Flower and Papermill waste



Tea and Coffee Waste
Collected from various cafes and offices



Papermill Waste
Collected from various paper landfills . This is also added to PPE masks



Flower Waste
Collected from various events temples and leftovers of florists.

इdāProducts

Idā Kitchen Accessories



CPL 1
Crockery Food Platter Coffee
multi sectional



CB 1
Circular Snack Bowl mini



KTR 1
Kitchen Accessories Trivet
Square



Ida Premium
Custom Crockery
Bowl Japanese style

Ida Premium
Custom Crockery
Plates Circular plain



CB2
Square Snack Bowl mini



CDG 1
Circular Small Thin Platter



KTR 2
Kitchen Accessories Trivet
Circular



CP 2
Crockery Plates Disc.
(Available in 6", 8" and 10")



इdā Kitchen Accessories



KDU 1
Spoon Holder cylinder



KDU 3
Spoon Holder rectangle



CPL 2
Food Platter square

Coffee maker
Handmade Coffee Maker with
P-Block material and Copper
Pipe with Glass Funnel



KDU 2
Spoon Holder square



KDT 1
Kitchen Hexagon Tray



KNS 1
Napkin Stand rectangular



KDC1
Custom shot glasses



DDP 1
Decor Desk Planter Square



DDP 3
Decor Desk Planter Mini Hexagon



DDP 5
Decor Desk Planter Mini Square



DCS 2
Decor Candle stand Thin



DDP 2
Decor Desk Planter Cylindrical



DDP 4
Decor Desk Planter Mini Cylindrical



DCS 1
Decor Candle stand Thick



DCS 3
Decor Candle stand heart shaped.

Flower cube
Customised specially curated
flower arrangements for
different occasions



इdā Decor

Decorative T-lights

DTL 1 Special edition T lights that celebrate the indian festivity and "Swagatam"(Welcome) tradition



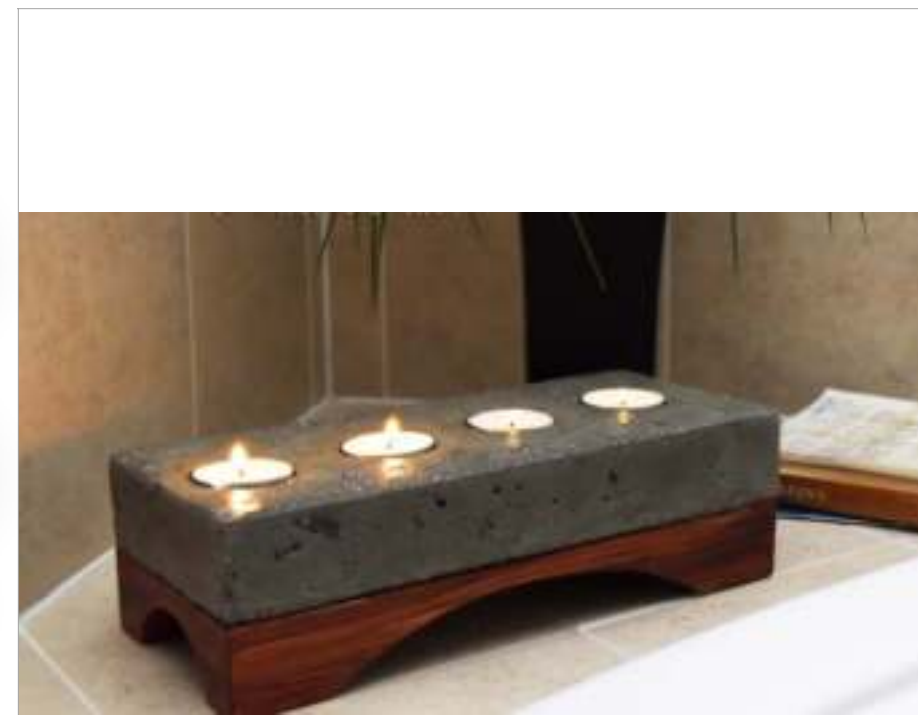
DTL 1
Decor T lights slab



DTL 3
Decor T lights cubes



Custom 3D Diya style T-Lights that are colourful and best for Christmas and Diwali decor.



DTL 2
Decor T lights multi slab with reclaimed wood base.



DTL 4
Decor T lights cubes carving



DTL 5
Decor T lights mini circular



DTL 6
Decor T lights oval

DCA 4

Decor Candle Cylinder
(70-80 hrs)



Idā Candles

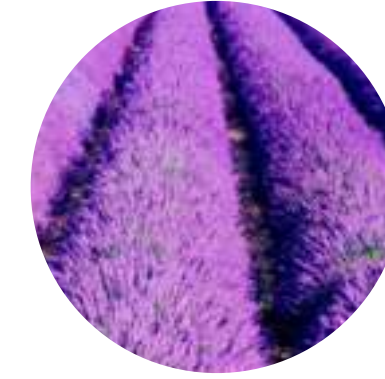
Flavours



Fruits



Cinnamon



Lavender



Herbs and
Roots



Fresh Citrus



Vanilla



Lemongrass



Sandalwood



Sage



DCA 1

Decor Candles Cylinder
Concrete finish (40 hours)



DCA 2

Decor Candle Jar cylinder
(40 hours burn time)

Refillable

These candles are refillable send us a used one and get discount on the new one

Vegan

100 % vegan premium soya wax used in making these candles.



DCA 3

Decor Candle Mini Circular.
(12 hours burn time)

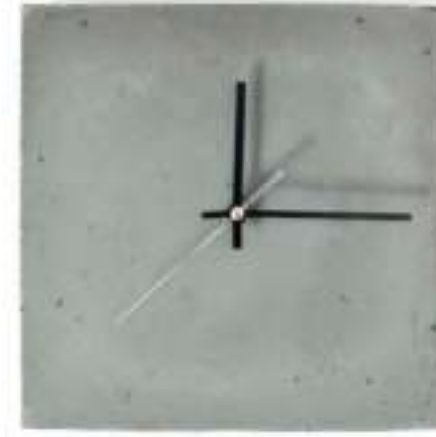
Idā Clocks



CW 1
Wall Clock Circular



CW 3
Wall Clock Square



CW 3
Wall Clock Square



CW 2
Wall Clock Coffee Circular



CW 6
Coffee waste Wall Clock
Diamond



CW 1
Wall Clock Circular

इdā Clocks



TC 1

Table clock Slant Tube



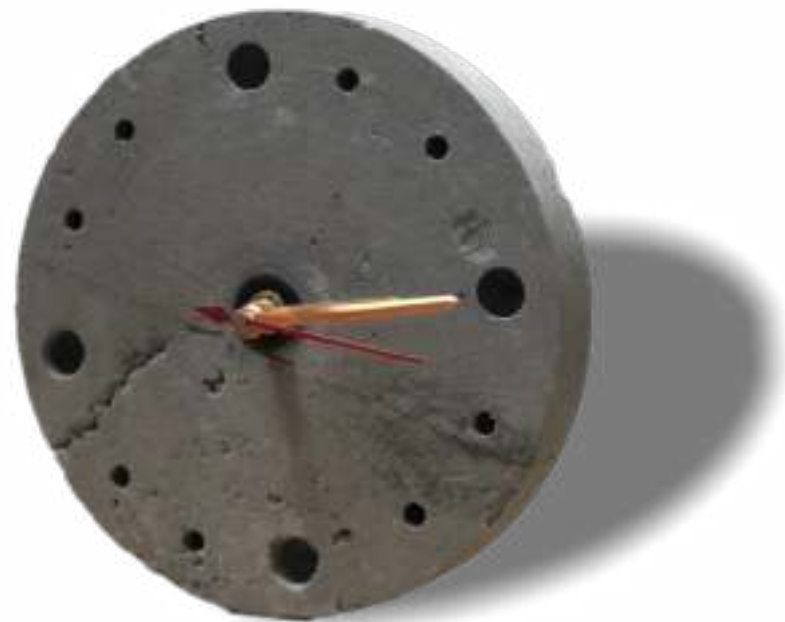
TC 3

Table clock Painted Square



TC 5

Table clock Rectagle



TC 4

Table clock Circular



TC 5

Table clock uneven

Eco Clocks
Hand painted unique design clocks
made from waste.



इdā Premium

इदा Eco Lights



LCH 1

Lights Ceiling Hanging tube with Stainless Steel pipe



LCH 3

Lights Ceiling Hanging tube with filament bulb



LCH 5

Lights Ceiling Hanging bulb shape



LCH 7

Lights Ceiling Hanging mini cylinder



LCH 9

Lights Ceiling Hanging large taper tube



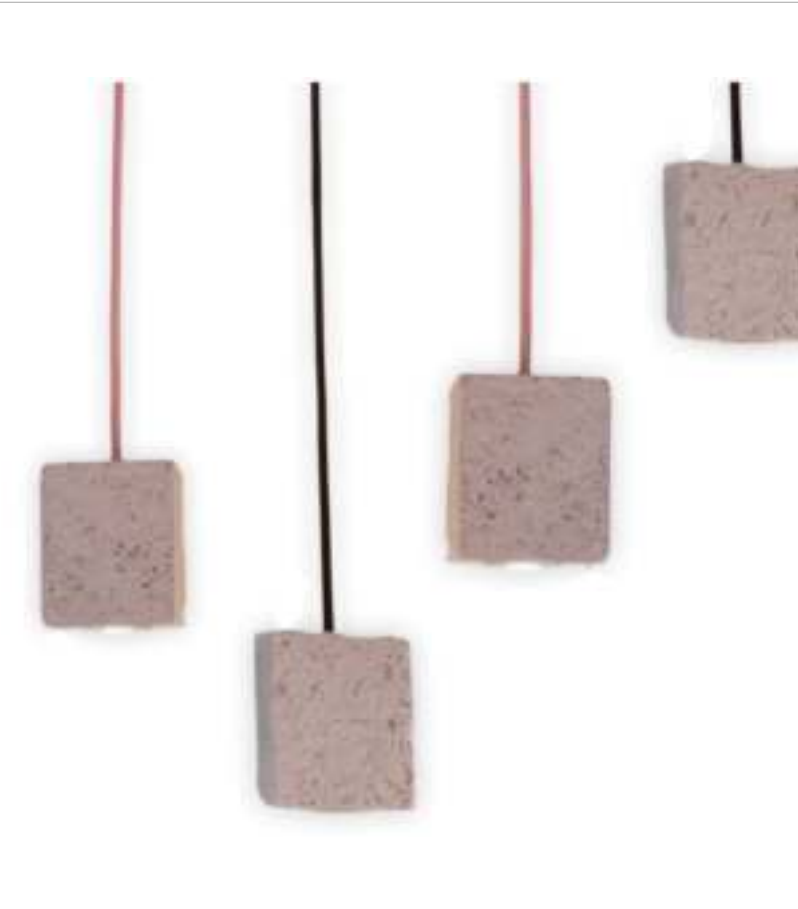
LCH 2

Lights Ceiling Hanging tube



LCH 4

Lights Ceiling Hanging tube bottle shape



LCH 6

Lights Ceiling Hanging cubes



LCH 8

Lights Ceiling Hanging mini cylinder with filament bulb



LCH 10

Lights Ceiling Hanging mini taper tubes and filament bulb

इdā Eco Lights



LCM 1
Lights Ceiling Mounted
Cylinder



LT 1
Table Lights cylinder



LT 3
Table lamp Tube



LT 5
Table lamp night light slab



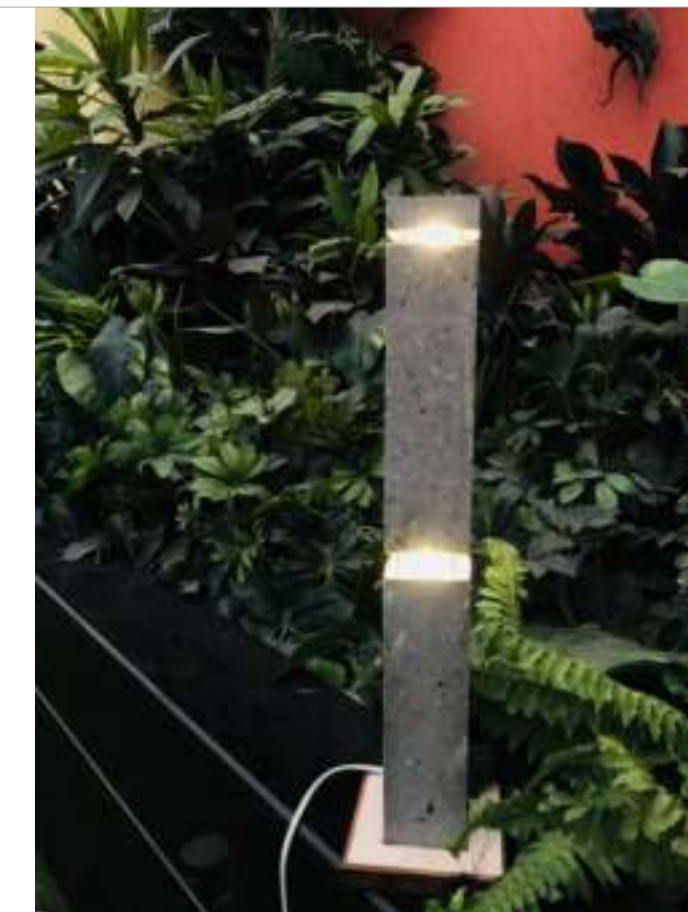
LCM 2
Lights Ceiling Mounted
Square



LT 2
Table light cube



LT 4
Table lamp Slab



LF 1
Floor Lamp dual lighting slab



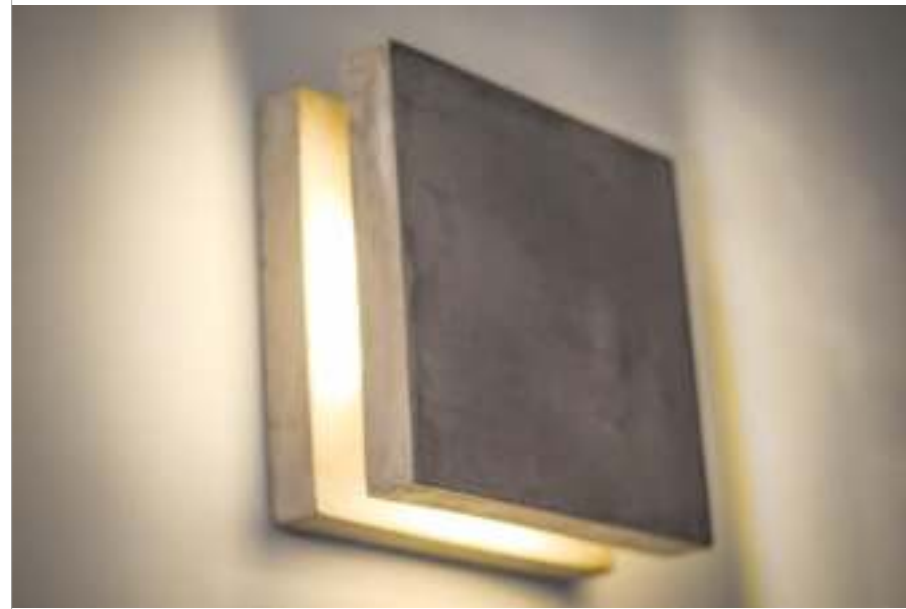
इdā Eco Lights



LWM 1
Lights Wall Mounted
Rectangle



LWM 3
Lights Wall Mounted Tube



LWM 5
Lights Wall Mounted Square
plate



LWH 1
Lights Wall Hanging Mini
cylinder with filament bulb



LWM 2
Lights Wall Mounted Square



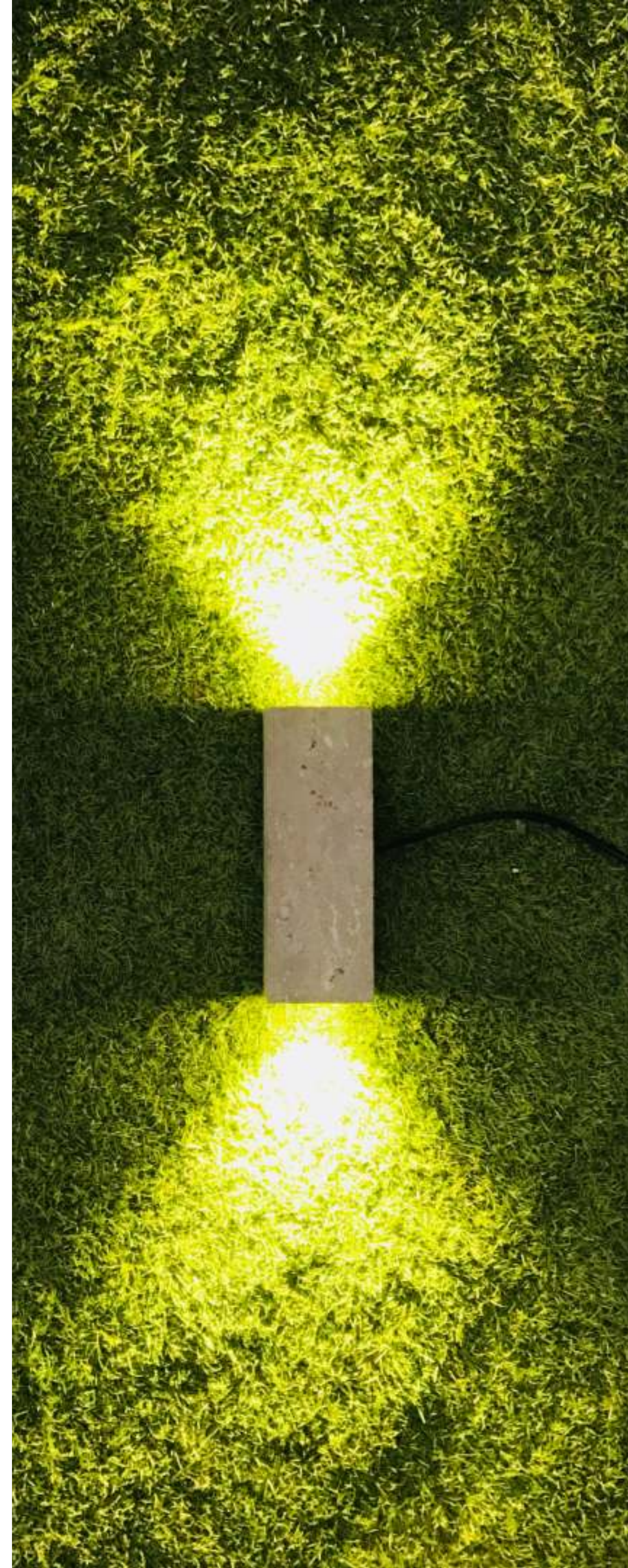
LWM 4
Lights Wall Mounted Circular
disc



LWM 6
Lights Wall Mounted oblique



LWH 2
Lights Wall Hanging Inox
Cylinder



इदा Desk



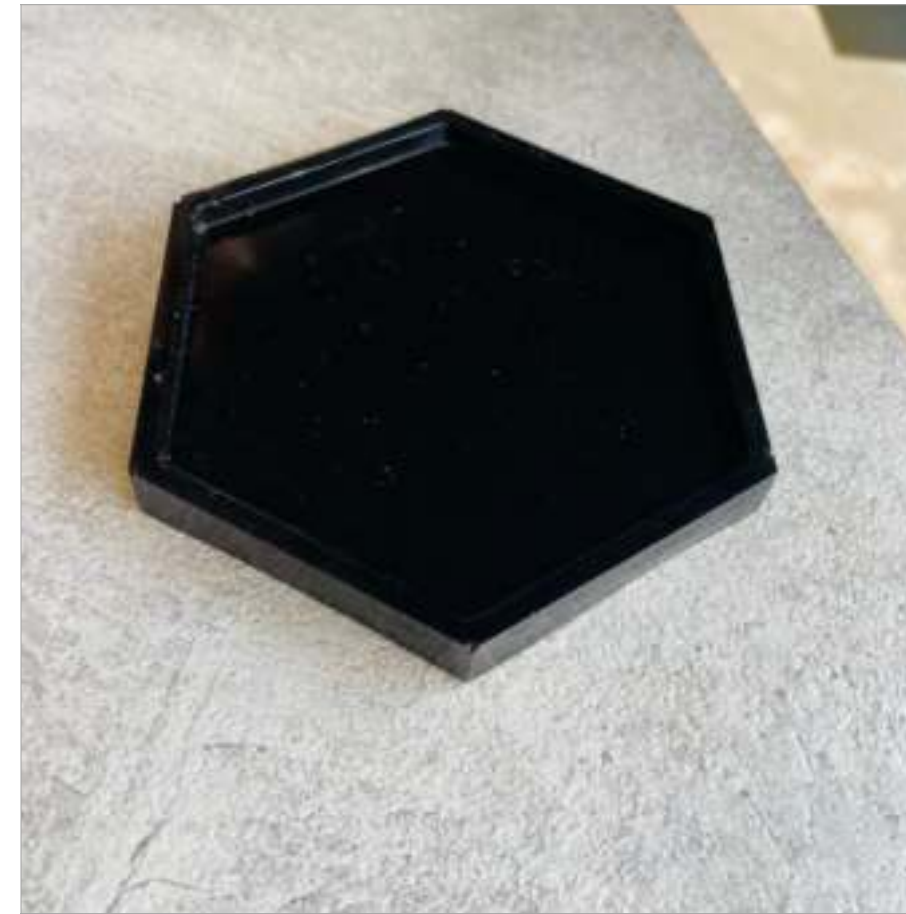
DC 1

Desk Decor Coasters
designed circular



DC 3

Desk Decor Coasters coffee
black square



DC 5

Decor Coaster Hexagon
edged.



DC 2

Desk Decor Coasters coffee
Special black circular



DC 4

Desk Decor Coasters plain
square



DC 6

Decor Coaster Square
edged.



Reusable container : EETech Packaging

Cosmetics such as lotion, bath whip and Food products such as Ice cream (Haagen Dazs). The waste used is coffee waste and metal waste. It can also be used as a Jar for drinking water, tea or coffee while travel.



DCT1

Decor Coaster Tray arrow edged.



DCT3

Decor Coaster Tray rectangle edged.



DC 7

Decor Coaster uneven with veins.



DC 9

Decor Coaster Rangoli Manadala.



DCT2

Decor Coaster Tray rectangle rounded edges



DCT4

Decor Coaster Tray Dual



DC 8

Decor Coaster uneven.

Pen Stand SE
SPH SE with an abstract design





SPH 1
Stationary Pen Holder Cube

SPH 3
Stationary Pen Holder Square

SPH 5
Stationary Pen Holder coffee square



SPH 2
Stationary Pen Holder circular



SPH 4
Stationary Pen Holder Cylinder



SPH 6
Stationary Pen Holder coffee cylinder



Custom Pen Stand
Circular hollow uniquely hand carved and finished to resemble stone

Idā Desk



SOR 1

Stationary Organiser set of three tray.



SOR 3

Stationary Organiser single tray rectangle.



SBE 1

Stationary book ends square and rectangle



SOR 2

Stationary Organiser pencil stand with mobile stand



SOR 4

Stationary Organiser set of three unique shape tray



DMS 1

Desk Decor Mobile Stand



Specially Customised SOR 5 Phone stand with stationary stand best corporate gift option. Customisable

इdā Bathroom Accessories



BSD 1
Bathroom Soap Dispenser
Cylindrical



BTH1
Bathroom Toothbrush Holder
2 Piece Rectangle



BTH3
Bathroom Toothbrush Holder
Oval



BTH5
Bathroom Toothbrush Holder
circular hexa mini



BSD 2
Bathroom Soap Dispenser
Rectangle



BTH2
Bathroom Toothbrush Holder
Single Cylinder



BTH4
Bathroom Toothbrush Holder
Cylinder



BTH6
Bathroom Toothbrush Holder
Rectangle curvature large

Idā Bathroom Accessories and Photo frames



BST 1
Bathroom Soap Tray Circular



BK1
Bathroom Kit Rectangle



DPF 1
Decor Photo Frame Cube



BST 2
Bathroom Soap Tray
Rectangle



BK2
Bathroom Kit Cylinder



DPF 2
Decor Photo Frame Strip



Photo frame
Specially designed limited
edition frames for unique
artworks

इdā Others



DO1

Teddy Bear Decor piece



DO3

Pyramid



DO5

Planter tray circular



DO7

Ash tray



DO8

Napkin holders



DO2

Opener



DO4

Spherical Perfume Bottle/
stationary



DO6

Micro tray

Gifting Box
DO9 gifting snack box



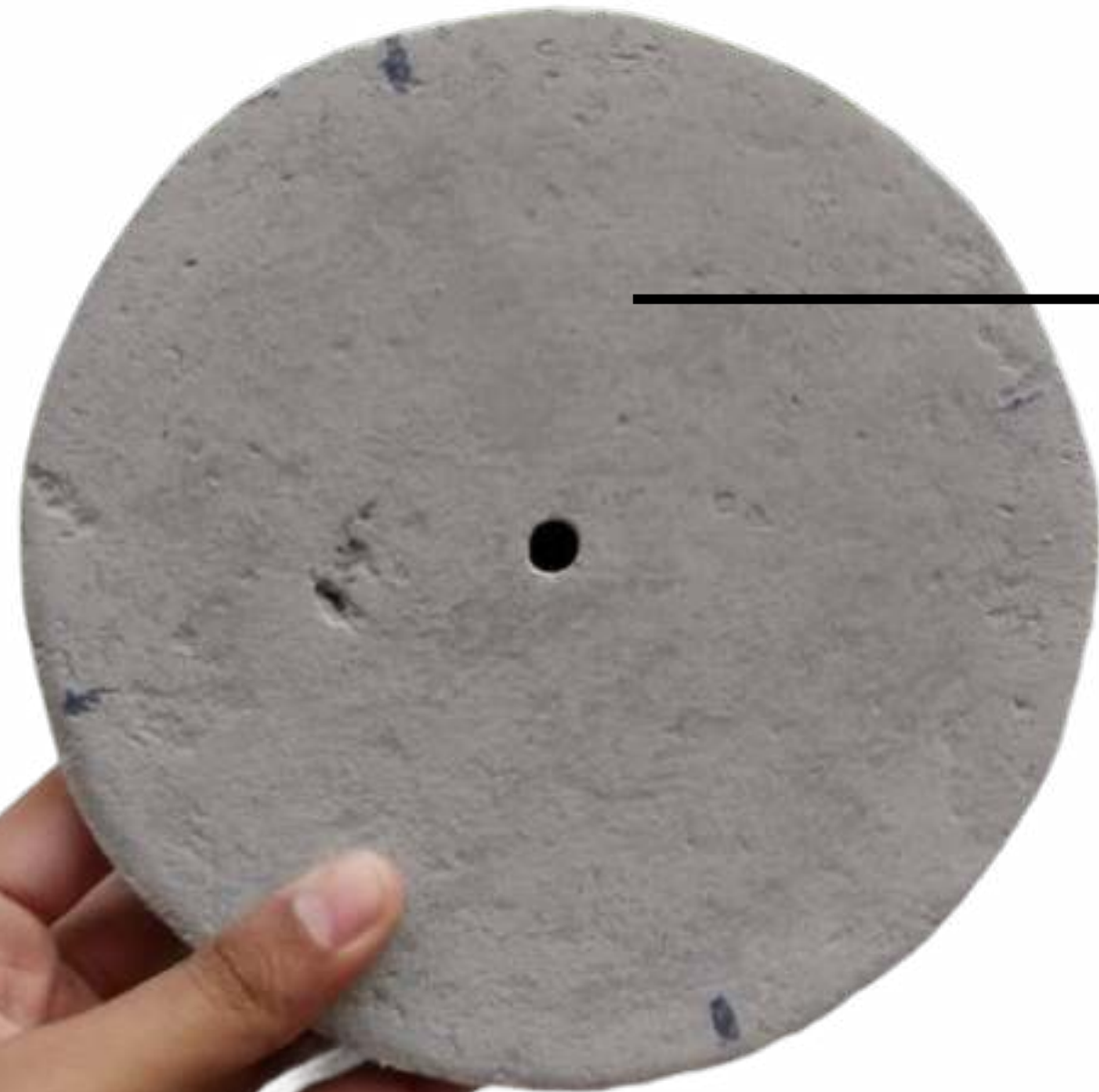
Idā DIY Kits

Spending time with kids or an amazing wine and painting date. This is the kit for you. The kit consists of specially curated designs and also the new style of canvas which opens up various aspects of creativity.

DIYK1 : Clock

DIYK2: Plane canvas

DIYK3: Diyas



Base Eco Canvas
Made from papermill waste



Paint it yourself diyas
Made from papermill waste

Templates

Special curated template for additional help



Colours

Different colour set for your imaginations



Brushes

The wand to your creation

इdā Premium | Unique one of a kind limited
edition products.

इdā Premium



Gifting Idols

Religious , Political , Popular culture idols
custom made as per your requirement



Temple Idols

House and Temple religious idols including permanent
and also festive eco idols are available. Eg. Ganesha made
for eco Ganesh Chaturthi and made from waste collected
from artificial jewellery manufacturers

Idā Premium



Decor Plates

CDP1

6 inch plates printed on a recyclable laminate paper and pasted on to our coffee waste plate. This is a special artist space where high quality



इdā Premium Crockery



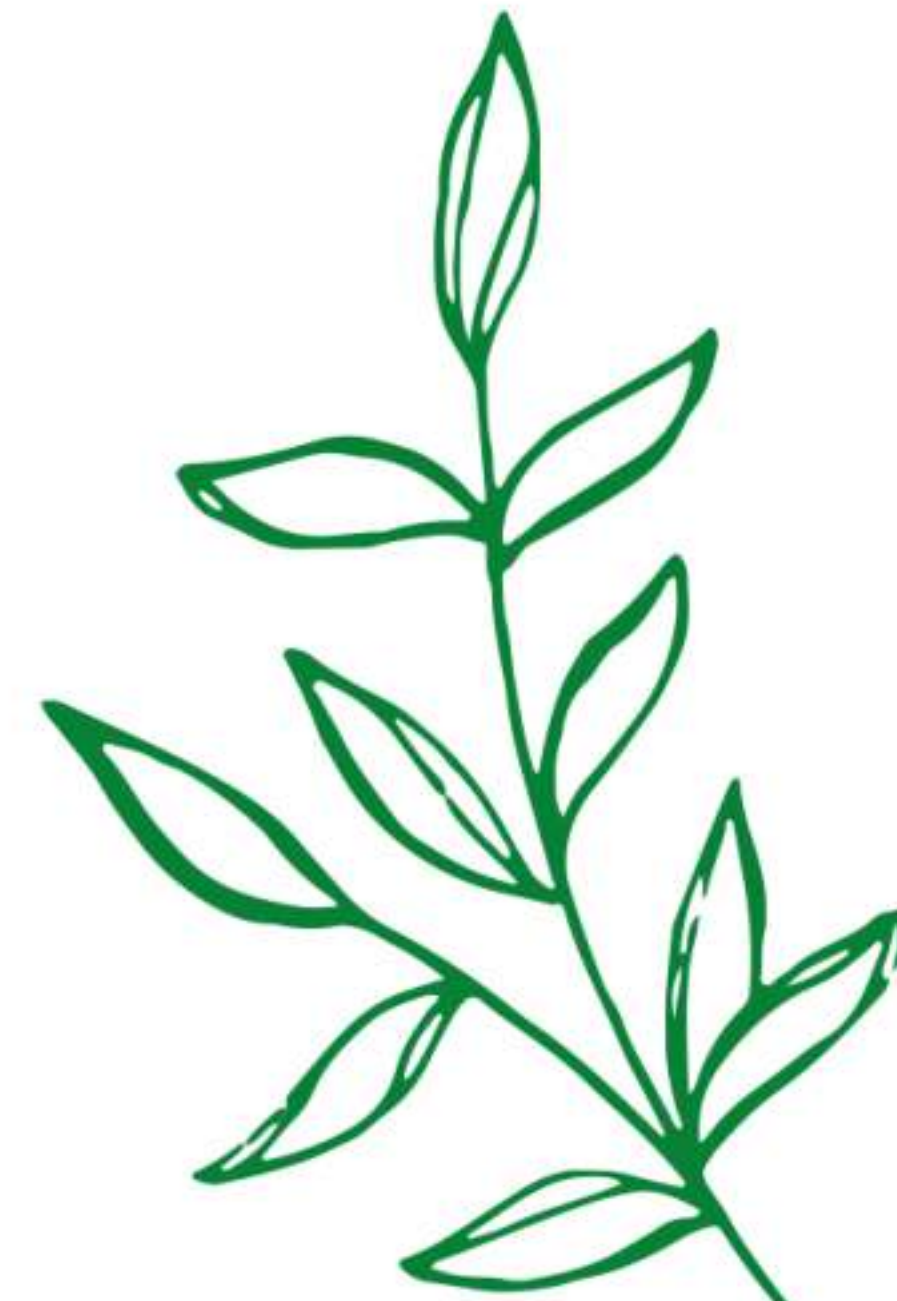
Orchid Small Desert Plates

This plate is made from coffee waste and waste from opticians.

Each plate is carbon negative and helps recycle 300 grams of waste and reduces 1100 grams of carbon emissions.



इdā

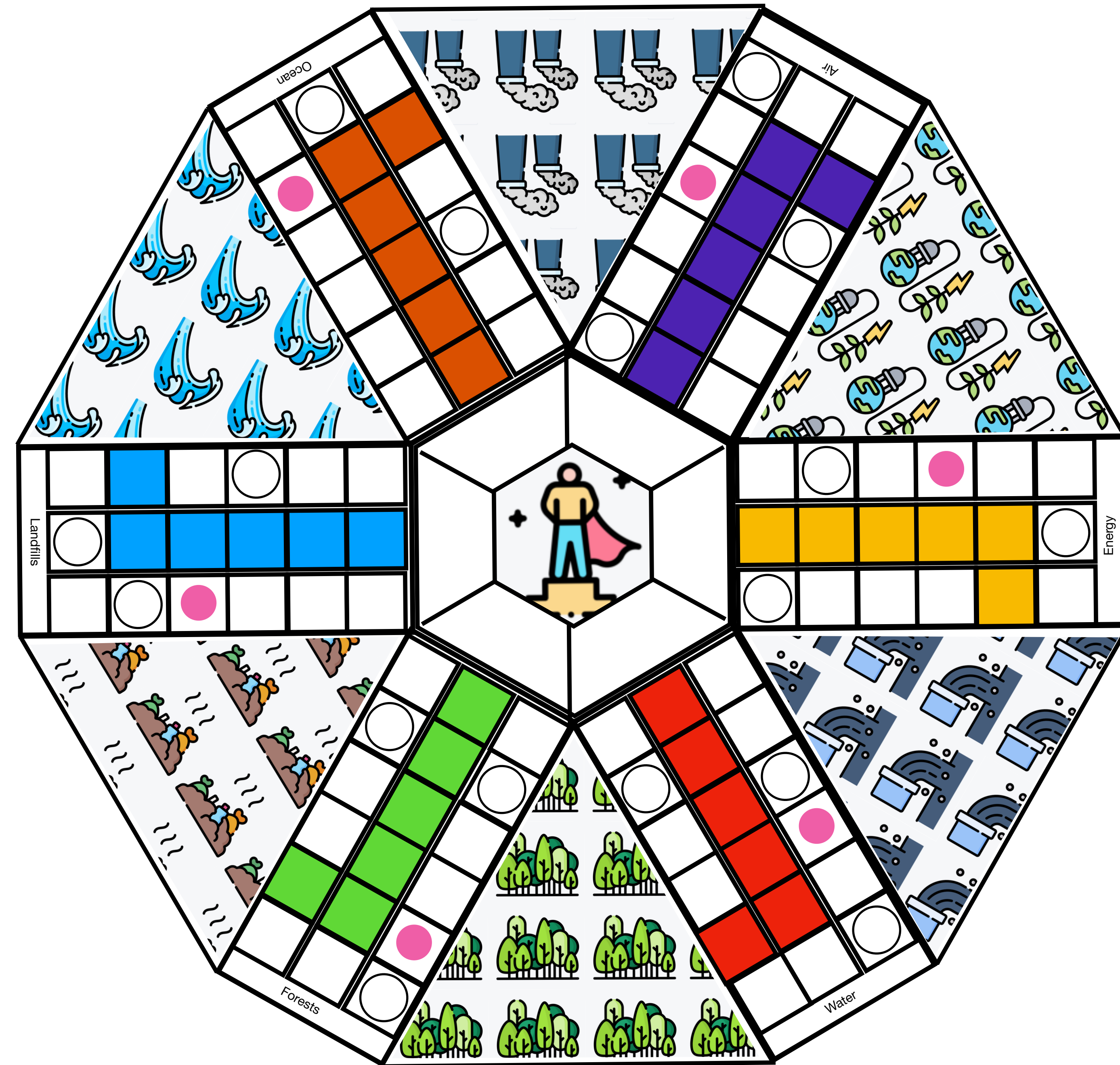


इदा Eco Ludo

A unique game to talk about sustainability and create a unique example. The entire set is one of a kind as it is made entirely from various types of waste. A mix of Ludo and Monopoly you trade in carbon credits. The winner of the game gets to dare everyone to do one unique eco project and you can also use the won carbon credits to volunteer and avail exciting discounts.

What is it made of :

- Board : PPE+Papermill waste
- Printings and Instructions : 100% recycled paper
- Dice : Coffee waste
- Players :
 - Forest : Ayurvedic waste
 - Water : Quarry waste
 - Energy : Rice Husk Ash
 - Ocean : Fishing net
 - Landfills : Textile waste



इdā Premium



Dog Bowl

Pet sustainable bowls that provides a unique product for pets. A unique concept is that for every bowl we sell we will place one bowl on the street for stray dogs



Flash Drives

These unique drives are custom made for an IT company as a part of their sustainable corporate gift

Mobile back and covers

Apart from this mobile cover we are also in the process of making unique mobile phone body made entirely from waste and 100% recyclable





Side Tables

Custom made furniture for a salon brand as a shelf for keeping the cosmetics. The one of a kind table was made from human hair collected from that same salon



Wine Holder

Keeps the wine temperature cool and constant it is an amazing sustainable edition to the wine collectors



Art pieces

Ocean of dream , Bay of the future is a painting made from 500 grams of waste by Dr. Binish Desai himself

Chess

100% recyclable chess board one of a kind metal, coffee and jewellery waste.



Black Pieces

Made from coffee waste

White Pieces

Made from jewellery manufacturer's waste

Board base

Made from metal manufacturer's waste



Handprint of Lamp

Valley of handprint is a hanging lamp covered with gold foil that highlights the handprints of women who made this



Front



Shiv Mohini : Khajuraho
Hand painted one of a kind collector's item



Back

Kintsugi
Japanese culture of mending
breaking pieces



इdā Premium



Van Gogh : Starry Nights
Hand painted one of a kind collector's item

Memorabilia for Honorable Prime Minister Shri Narendra Modi

इदा Memorabilia


Flower waste recycling




made from flower leftover from the temple. 13,400 grams of leftover flower recycled



Base made from stems of the left over waste.



37,500 grams Carbon emission reduced in the process.



Outline of Mahakaleshwar Temple made from leftover leaves.

माधव विज्ञान महाविद्यालय, उज्जैन (मध्यप्रदेश) के इंदर कुंज केंद्र (वेस्टीफाईड) की ओर से
प्रधानमंत्री श्री नरेन्द्र मोदी
को सादर भेंट

This was presented to the PM during his visit to Ujjain on 11th Oct. 2022.

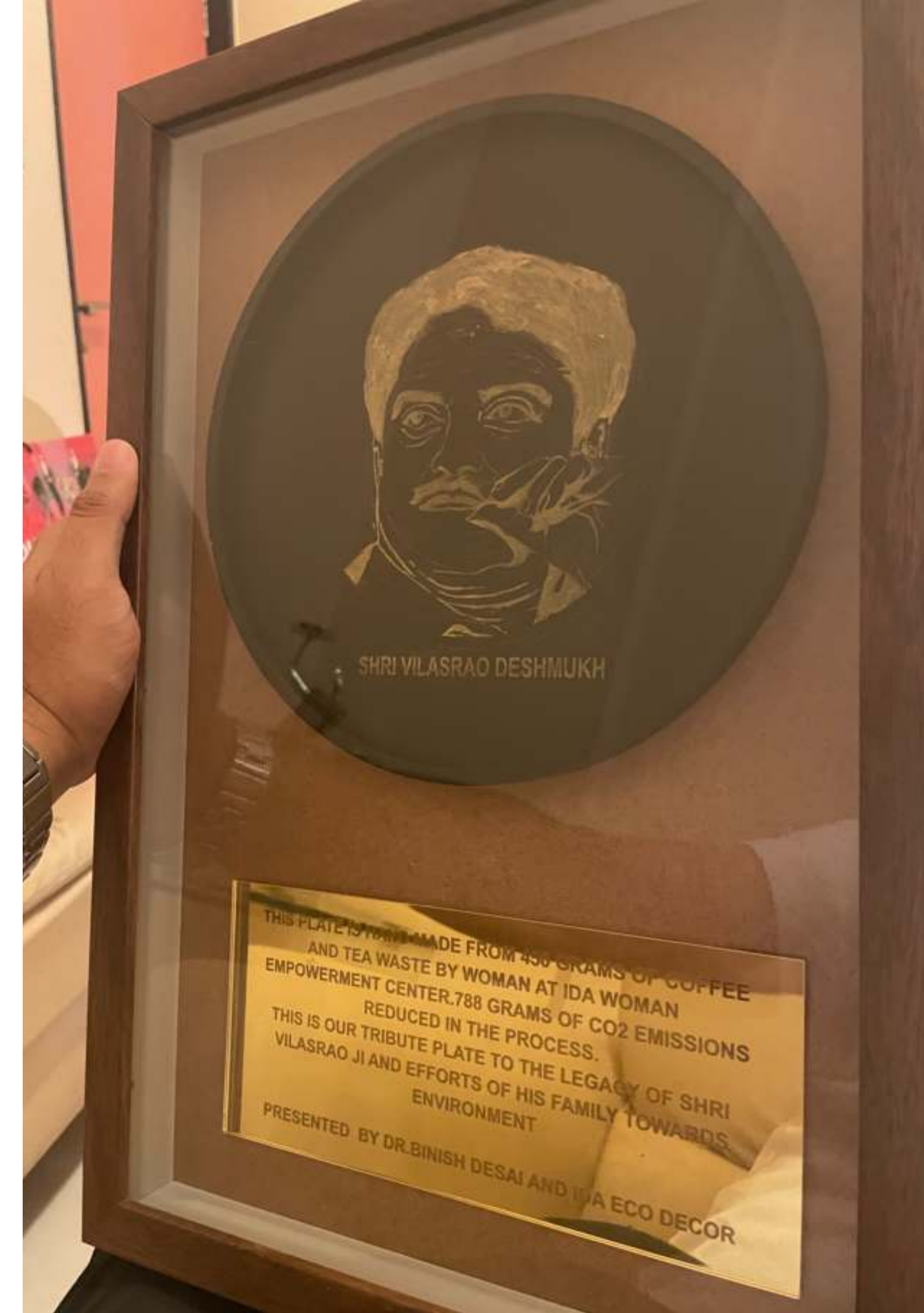
A unique project for pilgrimage tourism where all the floral waste that come from temples will be converted into products that the pilgrims can take back as a part of their offering.

It will be a wonderful memory to keep for your visit to various temples.

One such opportunity was given to us at our new center at Madhav Science college Ujjain where we made a memorabilia to be presented to the honourable PM Modi during his visit to Ujjain.

Shri Vilasrao Deshmukh Memorabilia

This plate was presented to Shri Vilasrao ji's family on his birth anniversary as a honour of the family's vision towards environment and sustainable development. The plate was made from 450 grams coffee and tea waste resulting in 788 grams of carbon emission reduction.





A hanging lamp designed for a popular USA airline made from their waste



Leather

Used leather seats covers that were to be replaced



Head rest

Added to the paper waste collected from their office and magazines the non woven head rest cloth was used in the product



Idā Premium

Writing instruments

One of a kind writing instruments made from various types of waste. These limited edition pens are an addition to your unique pen collection



Wrist Watch

A very special product that we have created is a unique wrist watch made entirely from waste with a beautiful Japanese movement



Watch Strap

Made from artificial leather developed by us from coffee waste

Outer Dial

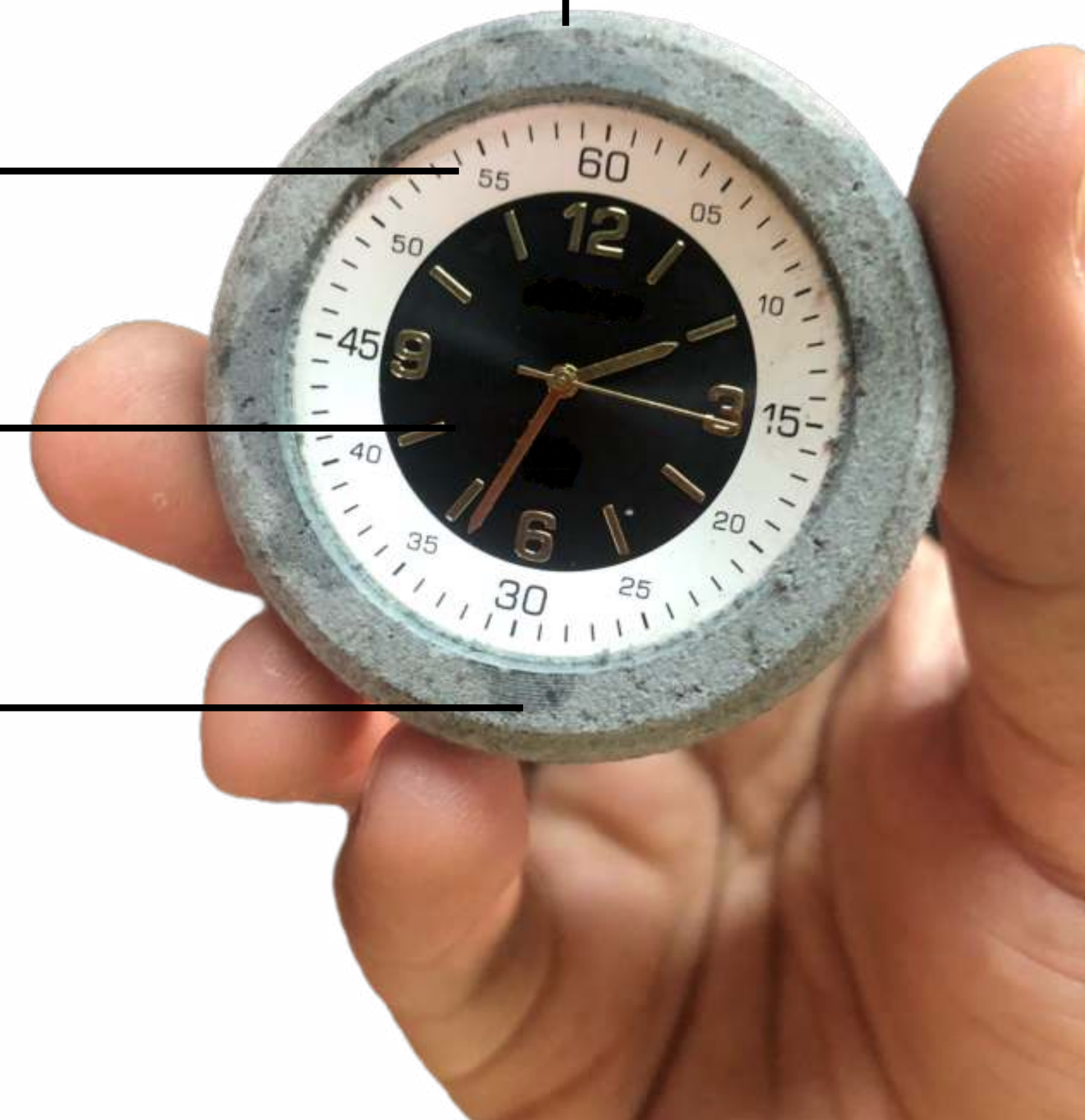
Made from jewellery manufacturer's waste

Main center Dial

Made from coffee and tea waste

Body

Made from ppe and papermill waste



इदा Eco Jewels



Hand made customised Jewellery

Made from coffee and tea waste the jewellery line is a statement to spread awareness about the waste recycling and to promote women empowerment as each of this product is handmade by the women. Smallest of our jewellery helps recycle waste generated from one cup of coffee or two cups of tea.



इदा Eco Jewels



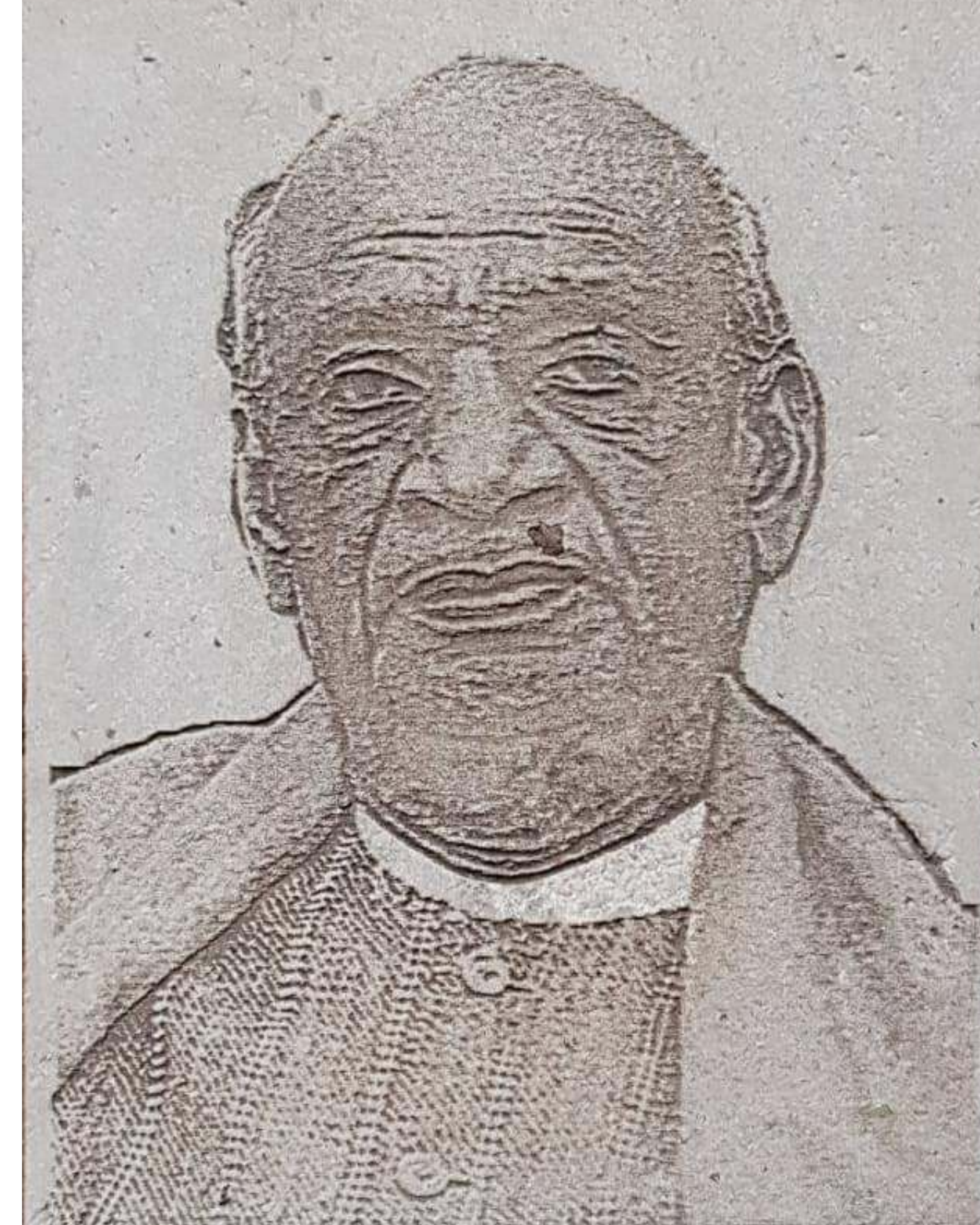
इdā Customisation Option



Hand painting and
Colour printing



CNC Carving



Laser Engraving

Idā Costumer Gallery



इdā Costumer Gallery



Taj Paathya

इदा Costumer Gallery

We served currently fulfilled our order with Taj Hotels where with our products we helped recycle more than 145 kilograms of waste.



इdā Costumer Gallery

DBS Bank Diwali Gifting

Diwali hand made diyas to DBS Bank Singapore for their Corporate Diwali Hampers. The project resulted in a whopping 4400 kilograms of waste recycling and 12,320 kilograms of carbon emission being reduced in the process.





Femina Magazine

The Big Story : Sept 2019 edition

इdā Mentions



Tedx Sayajigunj

Waste into eco treasure : Sept 2018



SECTIONS HOME | PHOTOS | NEWS

Binish Desai, A Social Entrepreneur Is Lighting The World By Recycling And Using Waste

Updated: September 28, 2017 16:50 IST

Meet Binish Desai, a social entrepreneur, waste warrior, and an innovator, who is continuously coming up with different ways of waste recycling and management. Make way for his recent waste innovation - lamps and chandelier made out of trash.



NDTV

Eco Lights Studio cover story : Sept 2017



Living Etc. Magazine

The Fantastic Five : August 2021 edition



Gujarat Midday

Cover story : Feb 2022 edition



Lights ME Awards

One among Top 5 decorative table lamp of the year

Idā How to Order



Social Media

You can place your order on our Social Media page **@idaecodecor** for Instagram and Facebook.



Whatsapp

You can place your order via whatsapp on **+91 9512232282** . Our full catalogue is available for your selection.



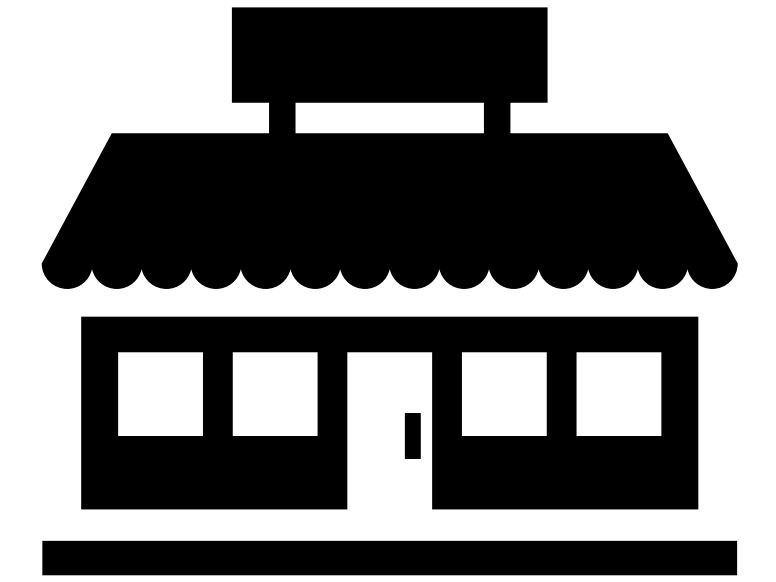
Website

We will soon be accepting orders on our website **www.idaecodecor.com**



Others

We are in process to collaborate with various eco stores from around the world to have our products reach you.



Franchise

We are building experience centres in Goa and Delhi with our franchise partners apart from our main visitors centre in Valsad. You can contact our franchise owners to book a visit at our stores or order products.

For franchise and other eco centre enquiries please email us on **info@idaecodecor.com**

