

# Intelligent Vanity Co.



## Eco Endurance Race

Team: Stealth

Name: Samarth Dhawan

### Overview of our Company

We provide Customizable dressing tables with innovative designs and patterns in alignment with the sustainability norms of Indian Environment Policies. Customizable elements of the dressing table catered towards the needs of the customers. Dressing table will be with colors or patterns, to appeal to a wider range of customers.

### Actions

1. **Set clear sustainability goals:** [SDG 7] & [forest conservation act]

We will try to bring improvement in our quality control, set clear and measurable sustainability goals by bringing sustainable raw materials as our key asset that align with the SDGs.

Sustainable raw materials through which we want to make the customizable, portable dressing table are:-

**Reclaimed wood:** We will bring reclaimed wood that is salvaged from old buildings, furniture, and other sources and various other industries.

**Bamboo:** Bamboo is a old, fast-growing, renewable resource that can be harvested without causing harm to the environment. We can carve the table using bamboo to make lightweight and portable dressing tables.

**Recycled plastic:** We will use recycled plastic to create durable and moisture-resistant components of the dressing table, such as drawer handles or hardware such as the cupboard components.

**Eco Friendly paints:** Eco friendly paints for pattern making. **Zero-VOC paints:** The level of VOCs in these **paints** is so low that they can be termed as 'zero-VOC **paints**'. Various patterns can be made on the dressing table to improve the aesthetic look.

**Sustainable packaging:** We want to create sustainable packaging materials, such as biodegradable or recycled materials to pack the furniture.

**Minimal packaging:** Using minimal packaging, such as using only what is necessary to protect the dressing table.

**Upcycled packaging:** Using upcycled packaging, such as using previously used boxes or materials to create packaging with great looks and design, can help reduce waste.

## 2: Bring Partnership with sustainable suppliers: [SDG 7].

Work with suppliers who share our commitment to sustainability and are certified to meet ethical and environmental standards such as

## 3: Innovate and Redesign: [SDG9]

- We will research on bringing more optimized products that will help in the need of the customers. We will have a R&D team which will research on various techniques to innovate as well as reduce pollution. Our company will offer various elements to attach to the dressing table. Dressing tables will be with colors or patterns, to appeal to a wider range of customers.

Elements-

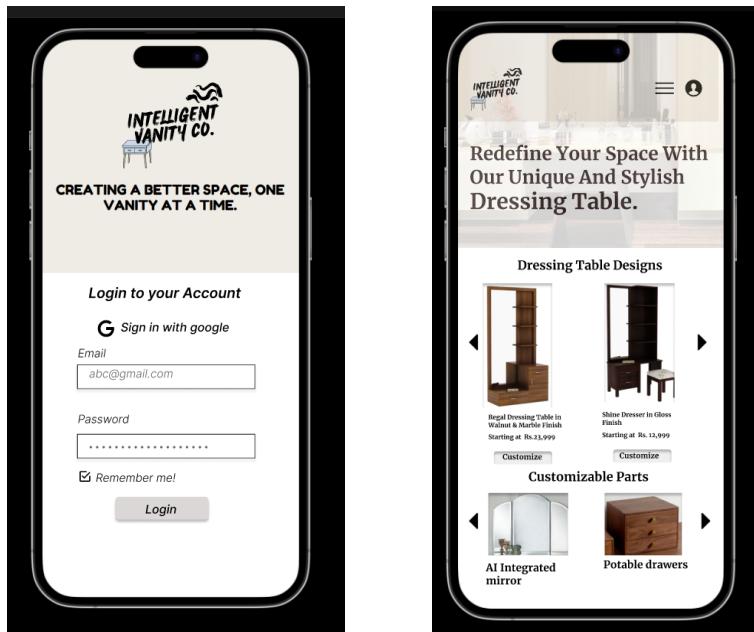
AI Integrated mirror- features such as voice control, facial recognition, and personalized styling recommendations can be given to the users. Especially for females, mirrors can make recommendations for suitable hairstyle and makeup according to their outfit.

3

Drawers-Adjustable compartments, Stackable fold-out trays, Drawer inserts can be used to organize larger items such as hair styling tools or larger makeup items, Labels can be used to identify the contents of each drawer.

Detachable portable cupboard- offers additional storage solutions for a dressing table in which AI boot will tell which color outfit to wear today according to the weather conditions.

### Our App Prototype:



### 3: Implement fair labor practices: [SDG10]

We will make sure that our Company workers are paid fair wages, have safe working conditions, and are not subjected to discrimination or exploitation.

#### **4:Give work to all skilled unemployed or less paid workers : [SDG8]**

We want to bring more skilled people inside our company to make it a community of more and more people. Include more skilled woodworkers and skilled designers to get fully paid to what they deserve.



#### **skilled unemployed workers**

#### **5:Communicate your sustainability efforts: [SDG 7]**

Share our sustainability efforts with your customers through marketing and social media channels to create awareness and build trust among the customers. Share various ideas through social media platforms such as twitter,instagram,facebook,discord,etc.

We want to share our sustainable ideas by creating various designed pamphlets to tell various stories .

Create various badges to give to the employees for contributing toward sustainable development.



## Milestones

1. Set clear sustainability goals
2. Bring Partnership with sustainable suppliers
3. Innovate and Redesign

4. Give work to all skilled unemployed or less paid workers
5. Communicate your sustainability effort
6. Create a Sustainability report for the whole year
7. Discuss and plan about various new sustainability problems and ideas in a meeting.