



NOV-DEC 2020

**if** industry forum

text : : danielle britto

# MATERIAL MATTERS IN SUSTAINABLE PRODUCTION

in an ironic twist of events, india is re-learning environmentally conscious design practices. suppliers try to walk the fine line between doing the right thing and paying the bills. the good news is that their numbers are rising.

## The environmentally conscious design

movement has gained momentum in recent years as more brands offer a range of eco-friendly products that have been created with a holistic approach to reduce the negative impact on the environment. "Sustainable products will translate to longer lifespans and less deterioration of resources," says Amit Shah, Managing Director, Classic Marble Company, Mumbai, India. "The impact on the environment will gradually decrease and the rate at which we consume will also come down drastically."

the rug republic | delhi