

# Lakshavedhi: A Sustainable Option to Wallpaper

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## Abstract

Environmental sustainability is currently an idealized concept. Products with conscious fashion are attracting market demand. The wallpaper industry is paving its way towards conscious fashion with the introduction of our product, Lakshavedhi. The word "lakshavedhi" in Marathi means "eye-catching," characterizing our product's experience. This vibrant and eco-friendly wallpaper is created by hand-weaving recycled newspaper strips on a loom and backing it with paper. The wallpaper has no use of synthetic materials, products like vinyl (PVC), or is avoided to make it environmentally friendly. The adhesives are composed of nature-based substances. Some threats might go unnoticed for decades; similarly, current wallpapers and even paints emit volatile organic compounds (VOC), resulting in chronic respiratory diseases. Lakshavedhi, as a solution, has no application of vinyl. Nowadays, businesses are repurposing outdated items to satisfy consumer demands and cut down on waste. Similarly, Lakshavedhi is the upcycling of newspaper; hence, the ink, which contains toxic materials, cannot be avoided. While there aren't many useful products made from upcycled fabrics, the appeal of repurposing waste materials to create something new is enough to pique consumers' interest in reusing them. The idea of inculcating a sense of belongingness to nature without compromising on aesthetics is our primary motive. Our product has zero carbon emissions and uses eco-friendly products. The product can be produced in a variety of newspaper quality and stitching patterns to satisfy discerning customers and provide an aesthetic and classy look on walls. Lakshavedhi is a step towards promoting artisanship and sustainability. The textile industry is increasingly having the chance to investigate creative methods of recycling vintage materials. The artisanal and handloom industries are given a boost through the making of this product. Along with that, women who are skilled in stitching and making other handicrafts will get an opportunity to showcase their skills, thereby empowering them. A product that offers green home decor with minimalism and is aesthetically pleasing, environmentally friendly, and pocket-friendly, is ought to be Lakshavedhi.

**Keywords:** recycling, artisans, women empowerment, zero carbon emissions, pocket-friendly, environmental friendly.

## INTRODUCTION

The necessity of enhancing the standard of living in human settlements is becoming increasingly recognized. Higher requirements for quality of life have also been advocated in order to meet the ever-increasing necessities of living. The indoor space environment is especially significant since people spend most of their time indoors and because it is directly linked to everyone's ability to live a healthy life.

People's aesthetic awareness of the quality of the indoor ecological environment is becoming more and more pursued as their material and spiritual needs continue to develop. Lori Weitzner is an American textile and product designer. She is the founder and creative director of Lori Weitzner Design, Inc., a New York-based design studio, and the head of the Weitzner Limited brand. She started with the first eco-friendly wallpaper design on the market.

The launch of our product, Lakshavedhi, is helping the wallpaper industry move toward mindful fashion. The Marathi word "lakshavedhi" means "eye-catching," which perfectly describes the user experience of our product. Recycled newspaper strips are hand-woven on a loom to make this colourful and environmentally friendly wallpaper, which is then backed with paper and eco-friendly adhesives. Our product is carbon-free and uses ecological products. The product can be made with several newspaper levels and seams to satisfy demanding customers and give the walls an aesthetic and elegant look. Lakshavedhi is a step towards handicraft and sustainability. The textile industry has more and more opportunities to explore creative methods to reuse vintage materials. Through the manufacture of this product, handicrafts will gain momentum. At the same time, women who are able to sew and do other handicrafts are given an opportunity to show their skills and thus promoting women empowerment. A product that offers green home design in a minimalist way that is aesthetically pleasing, eco-friendly, and pocket-friendly should be Lakshavedhi.

## LITERATURE REVIEW

The importance of promoting sustainable futures is increasing in light of climate change and biodiversity loss. *Baker, S. (2015). Sustainable development. Routledge.*

Global biodiversity is now potentially seriously threatened by climate change.

It is anticipated that the various aspects of climate change will impact every cornerstone of

biodiversity, ranging from genes to species to biome level. *Rinawati, F., Stein, K., & Lindner, A. (2013)*

Governments and society should use this as a chance to propose more radical theoretical and practical solutions that go against the oversimplified interpretation of "sustainability". *Moore, H. L. (2015). Global prosperity and sustainable development goals. Journal of International Development, 27(6), 801-815.*

These days, the Indian government is encouraging handicraft craftsmen and giving handcrafted items more attention.

Indian handicrafts have enormous potential to create jobs and revenue.

From 31 lakh workers, almost 25 lakhs are women and 27 lakhs are rural workers.

Assam, West Bengal, Manipur, Mizoram, Meghalaya, Andhra Pradesh, Tamil Nadu, and Uttar Pradesh are among the states that contribute significantly. It has also been noted that employee involvement has increased over decades. India exported handcraft goods worth 4.3 billion US dollars in total in 2021. The primary trading partner for handcrafted goods is the United States.

Furthermore, it demonstrates that every handicraft product's export percentage has grown in recent years, supporting the notion that Indian handicrafts will unquestionably shape the global economy going forward. *Singh, K., & Singh, D. R. (2023).*

The Worn Again project's outcomes led to the development of guiding principles that include taking into account the recycling hierarchy; designing and creating upcycled textiles that are aesthetically pleasing and better than original; coming up with alternate solutions and supporting initiatives; selecting ethical materials; realizing the implications of using pre- and post-consumer waste; designing for future recyclability and, if feasible, upcycling; taking into account monomateriality, detachability, and the incorporation of the aging process;

the design of fabrics to maximize the benefits of the product; the design of fabrics to produce zero waste; scale: tiny is beautiful, start small, but consider the big picture. *Earley, R. (2011). Upcycling textiles: Adding value through design.*

In an effort to satisfy consumer demand for less waste, corporations are now upcycling outdated products. Customers' appetites for repurposed trash are sufficiently piqued by the appeal of utilizing old materials to make something new, even though not many useful goods have been made with upcycled fabrics.

As they decorate their rooms, more and more consumers are looking for environmentally responsible solutions.

## HYPOTHESIS

### 1. Is News Wallpaper a sustainable option than what's available now?

**Null Hypothesis:** News Wallpaper as sustainable option and current wallpaper are not associated.

**Alternate Hypothesis:** News Wallpaper as a sustainable option is associated with current wallpaper.

### 2. Is purchasing news wallpaper an economical choice? (for both the buyer and the maker)?

**Null Hypothesis:** Purchase of news wallpaper is not associated with cost- effectiveness.

**Alternate Hypothesis:** Purchase of news wallpaper is associated with cost- effectiveness.

### 3. Will artisanship increase if News wallpaper is produced?

**Null Hypothesis:** Boost to artisanship is not associated with production of news wallpaper.

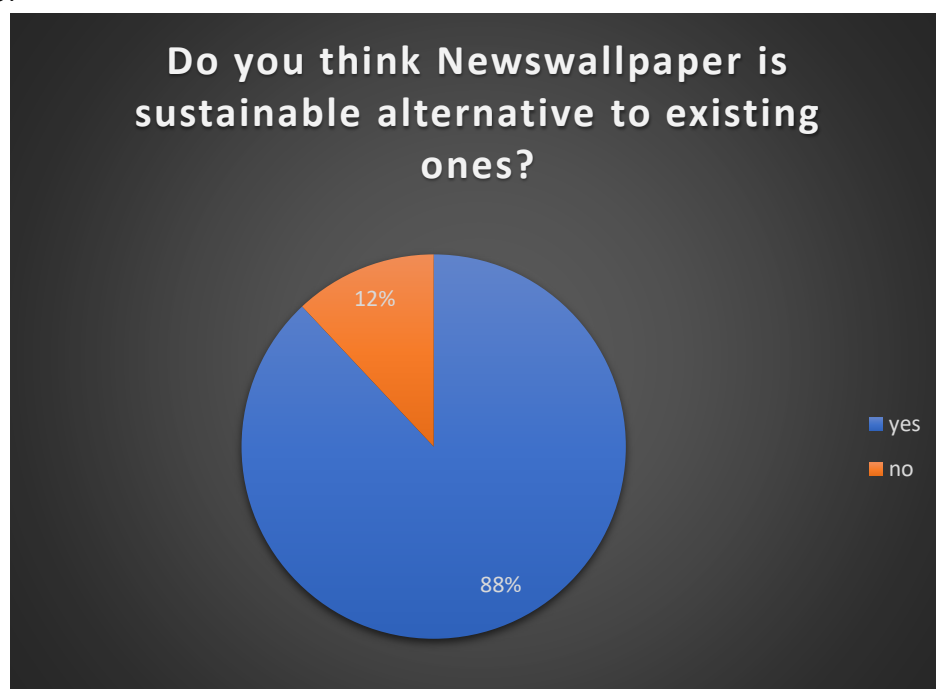
**Alternate Hypothesis:** Boost to artisanship is associated with production of news wallpaper.

### 4. When compared to current wallpapers, will customers purchase News Wallpaper?

**Null Hypothesis:** The customer preference towards news wallpaper is not associated with customer preference towards current wallpaper.

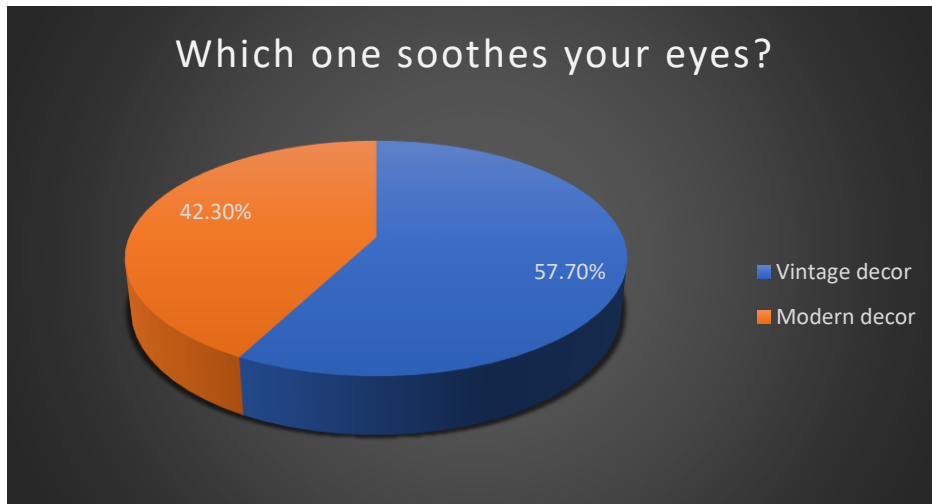
**Alternate Hypothesis:** The customer preference towards news wallpaper is associated with customer preference towards current wallpaper.

## DATA ANALYSIS: -



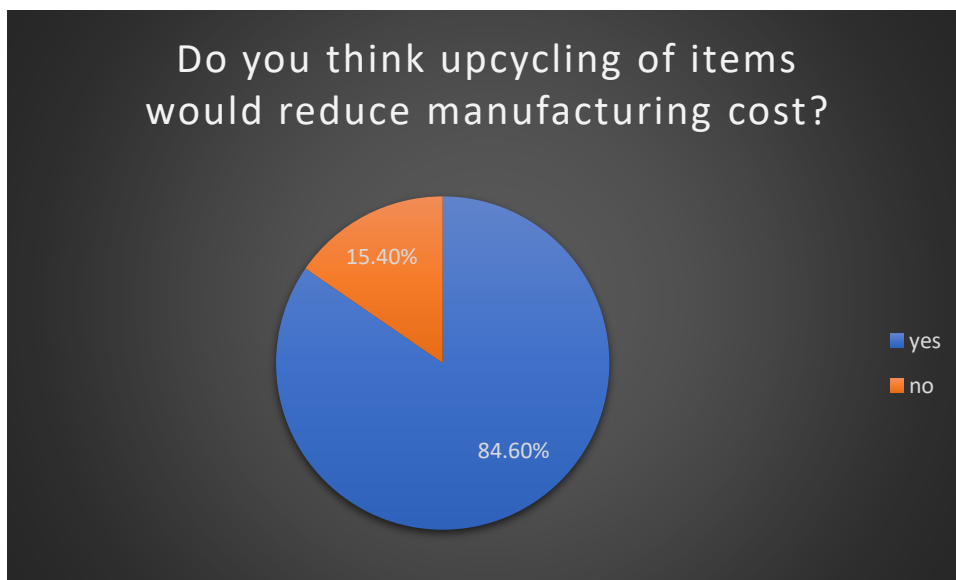
**FIG.1**

As shown in the above figure (FIG 1), we asked the question if people think news wallpaper is sustainable alternative to the existing ones; we interpreted that majority (88%) people thought it was a better alternative and rest (12%) thought it was not a great sustainable option or an alternative. By this we could justify our product to be sustainable.



**FIG 2.**

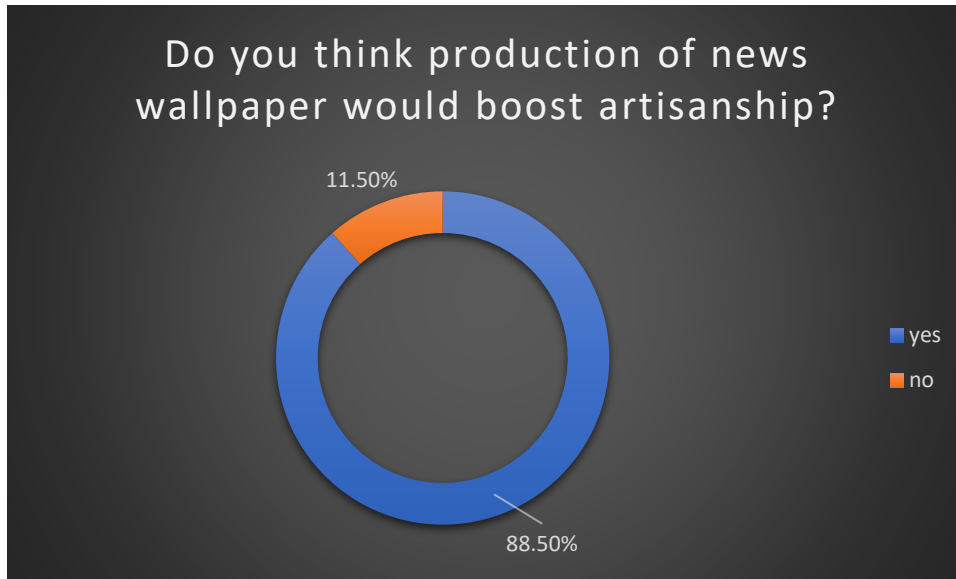
As shown in the above figure (FIG 2) we asked respondents about which type of décor they were inclined towards. Here surprisingly 57.70 % of people like vintage décor yet and the remaining i.e., 42.30% of people like modern décor. We found this data very significant as our product is made out of old newspapers and adding to it is the vintage rusty look that invokes a feeling of minimalism.



**FIG 3**

As shown in the above figure (FIG 3), we asked respondents if they think the upcycling of the old newspapers would reduce the manufacturing or the production cost. Here majority (84.60%) of our respondents think that the cost would come down, and the remaining (15.40%) think that the upcycling

would have no effect on the cost. As per our samples and our logical interpretation, upcycling would have a significant impact on the cost.



**FIG 4**

As shown in the above figure (FIG 4) we asked our respondents if they think that making our product would give a boost to artisanship. The interpretation from our responses is that the majority (88.50%) thinks it would have a major impact while 11.50% think that it would have no impact. By taking into consideration the above data we think that our product will boost the handloom industry and also artisanship.



**FIG 5.**

Data in the above diagram (FIG 5) clearly indicates that everyone agrees to switch to eco-friendly products to save our nature. And the idea of our product completely aligns with this vision.

## CONCLUSION

The tool used for collection of data was Google form which was analysed, and following analysis of Hypothesis was derived:

- From data collected, 88% people agree that news wallpaper is a sustainable option thus alternate hypothesis is true i.e., news wallpaper as a sustainable option is associated with current wallpaper.
- Out of 100, 57.70% people are of the opinion that vintage decor would soothes the eyes, thus considering sustainable and aesthetic décor as a viable option. Also 100% people are showing their willingness to choose eco-friendly product. This data indicates that there is a target market available for our product.
- The data collect also depicts that 84.6% people agree that the manufacturing cost will reduce due to upcycling of items. Thus, in this regard alternate hypothesis is true i.e., purchase of news wallpaper is associated with the cost effectiveness.
- The analysis from survey shows that 88.5% people think that production of our product would boost artisanship. Thus, in this regard alternate hypothesis is true i.e., boost to artisanship is associated with production of news wallpaper.
- If we talk about the overview of this study then yes, many people and organizations around the world are actively choosing to use eco-friendly products and practices to reduce their environmental impact and contribute to the well-being of our planet. The desire to choose environmentally friendly options is motivated by various motives. The use of environmentally friendly products and sustainable practices is a multifaceted choice driven by a combination of personal, social, economic and ethical factors. It plays a crucial role in reducing the environmental impact of human activities and promoting a more sustainable future for our planet.
- News wallpaper is not a generally accepted term or concept in the context of sustainable alternatives to existing wallpaper. Wallpaper, usually made of paper or vinyl, can have an environmental impact due to the materials and production processes. Different options were studied to consider sustainable development, for example environmentally friendly wallpaper made from recycled materials or sustainably produced paper. It is possible that someone has come up with a creative idea for wallpaper that includes newsprint or recycled newspapers as a design element that can be considered an innovative and sustainable interior design solution. However, without more context or detailed information, it is difficult to give a definitive answer as to whether the "news wallpaper" is a sustainable choice. In general, sustainability in interior design involves using materials and products that have a minimal environmental impact, both in their production and disposal. Sustainable alternatives to traditional wallpaper often include options like FSC-certified or recycled paper, low-VOC (volatile organic compound) inks, and water-based adhesives, among others.

**Vintage Decor:** Vintage decor often features warm and earthy color palettes, aged materials, and showy details. The nostalgia associated with vintage items can evoke a sense of comfort and familiarity for some individuals. The use of antique or retro furniture, patterns, and textures can create a cozy and timeless atmosphere. The aesthetics of vintage decor may appeal to those who appreciate history and craftsmanship.

**Modern Decor:**

- Modern decor typically emphasizes cleanliness, minimalism, and a sleek, crisp look. Neutral and cool color schemes, along with contemporary materials, are often employed. The simplicity and functionality of modern design can create a sense of calm and order. Modern decor can appeal to those who prefer a more streamlined and plainer environment.
- At the end of the day, your personal taste, and the mood you want to achieve in your living space will affect whether vintage or modern decor will soothe your eyes. Some people may find comfort in the familiarity and character of vintage decor, while others may like the clean, crisp aesthetic of modern

decor. In many cases, a combination of both vintage and modern elements can create a unique and balanced interior style that suits your individual preferences.

- The production of news wallpaper could potentially boost artisanship in several ways, although it would depend on how it is executed and the specific goals of the project. However, it is important to note that the impact on craftsmanship depends on several factors, such as the popularity and demand of newsprint, the extent to which art and functionality are combined, and specific markets and consumer preferences. While newsprint has the potential to promote crafts, its success depends on how well it resonates with consumers and the artistry involved in making it.
- Newspaper wallpaper is a charming and unusual approach to interior design. It combines the nostalgia of old-world print journalism with the modern desire for individuality and the uniqueness of home decor. If you choose newspaper clippings or pages as wallpaper, it can create a unique and thought-provoking atmosphere in the room. However, it is important to consider the aesthetics and theme of the room and the shelf life of the newspaper clippings. Whether used sparingly as an accent wall or throughout the room.

#### RESEARCH LIMITATIONS:

**Sample Size:** If the research involves a study of people's preferences or reactions to newspaper wallpaper, a small sample size may limit the validity of the findings. Larger, more diverse samples would provide a more comprehensive understanding.

**Installation and removal challenges:** Installing and removing wallpaper can be more difficult than other types of wallpaper. Research should address the difficulties involved in applying and removing wallpaper. **Limited Design Options:** Paper wallpaper may offer limited design options compared to other materials such as vinyl or digital prints. The lack of design versatility can limit those looking for specific designs or custom designs.

**Long-term Durability:** Although newspaper wallpaper can have an eye-catching appearance, its maintenance needs and long-term durability may not have received enough attention. Our research may have overlooked elements like fading, wear and tear, and cleaning difficulties.

**Cost and Availability:** Since the price and availability of real newspaper wallpaper can vary greatly and impact its accessibility to certain demographic groups, it is possible that these factors were overlooked in the research.

**Environmental Impact:** It's possible that the environmental effects of using old newspapers as wallpaper, including any potential harm to antiques, haven't been thoroughly investigated.

**Aesthetic Preferences:** Constraint to take into account is that not all consumers may find the aesthetic appeal of paper wallpaper to be appealing. Some people might find that other materials feel and look better than paper.

#### FUTURE RESEARCH:

**Sustainability and Preservation:** Explore eco-friendly alternatives to using historic newspapers as wallpaper. This could include developing eco-friendly printing techniques or creating wallpapers that mimic or replicate the look of newsprint without using actual historical documents.

**Consumer Preferences:** Conduct surveys or focus groups to understand consumer preferences for certain types of newspaper or wallpaper design content. This can help wallpaper manufacturers adapt their products to market demands.

**Design Trends:** Analyse how newspaper trends evolve over time and across regions. What factors influence its popularity and how do design trends affect the use of newspaper wallpaper in interior design?  
**Psychological and Emotional Impact:** Explore people's psychological and emotional reactions to newspaper wallpaper. Does it evoke nostalgia, curiosity, or other feelings? How does this affect the overall atmosphere of the room and the well-being of its occupants?

**Artistic and Creative Aspects:** Discover the artistic and creative potential of newspaper wallpaper in the context of modern interior design and how can it be combined with other design elements to create unique and aesthetically pleasing spaces?

**Market and Industry Trends:** Analyse the tissue paper market, including factors affecting its price, availability, and consumer demand. This study can be useful for both producers and consumers.

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