

ECOEQUIST



An enterprise that cares

Core values that have guided
our journey so far

INCLUSION | CONNECTION | TRANSPARENCY | SHARING

- Networking with a wide range of individuals and organisations
- Transparency in decision making in the team
- Sharing of knowledge - transparency of ingredients
- Transparent processes of profit sharing and costing
- Connecting with various stakeholders
- Mobilising community - campaigning



INNER GROWTH | EVOLVING CONSCIOUSNESS

- Inner growth of the individual in harmony with collective and organisational growth
- Environment Education
- Consumer Education
- Transforming personal choices
- Knowledge creation and sharing -
documentation /
research / surveys



UNFOLDMENT OF POTENTIAL

- Waiting for the right time - anticipating changes in society and preparing for it
- Skill Development / Training
- Hiring people by spirit and not formal qualification
- Livelihoods and income generation
- Empowerment



SELF REFLECTION | INQUIRY

- Questioning main stream paradigms
- Questioning and Reinterpretation of traditions
- Transforming cultures and mindsets
- Meditations and internal reviews



INNOVATION | CREATIVITY

- Design of products | systems
- Revival and reinterpretation of traditions
- Connecting unconventional materials and techniques in upcycling
- Identifying and encouraging talent – eg Vinayak Gudigar | Omkar Salunke

DETACHMENT

- Exit strategies
- Devolving power within the team - moved from proprietorship to partnership and inviting others to join
- Encouraging voluntary offering - creating volunteer opportunities
- Trusteeship model of stewardship

INTERNAL VALIDATION | VISION

Gauging success and choosing pathways that align with our internal inspirations



7

PURSUIT OF BALANCE

- Steady on middle path between profit and non profit | individual and collective | means and end | masculine and feminine approaches
- Balance between hierarchy and devolution of power

BEAUTY | ENERGY | JOY

- Simple elegant products
- Incorporation of art
- Creating beautiful and joyful participatory events and experiences



RESPONSIVE SERVICE

- Identifying a need that is not being addressed
- Disseminating information
- Problem solving
- Providing alternatives and making them accessible and available through creative marketing