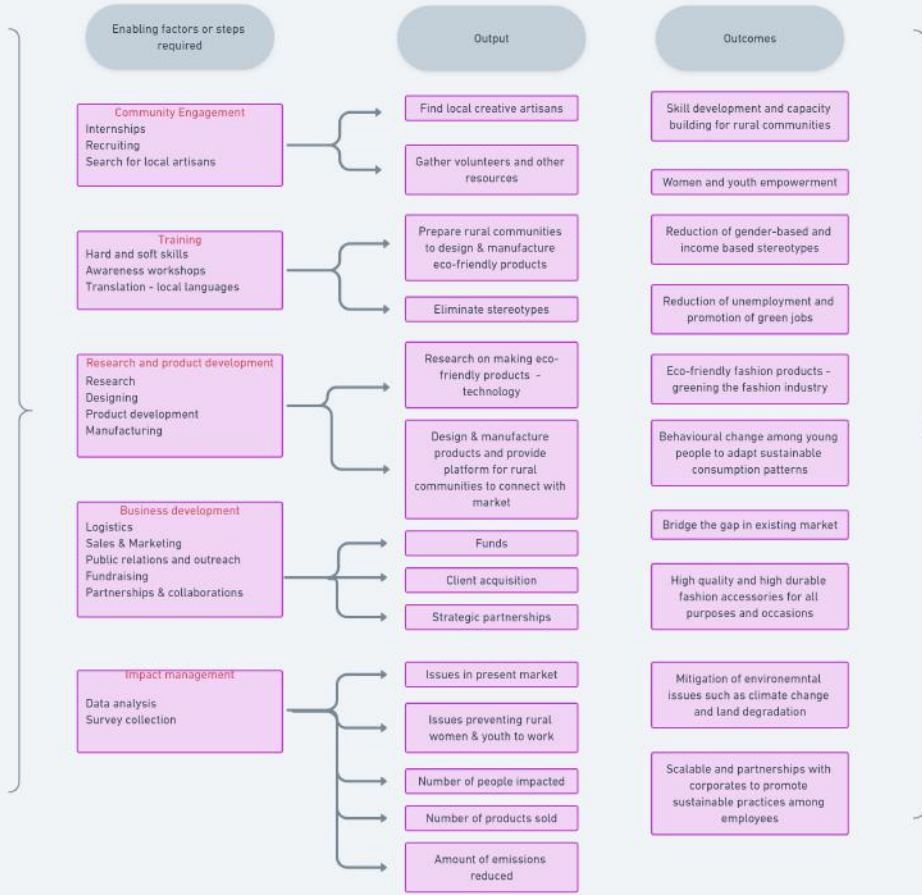
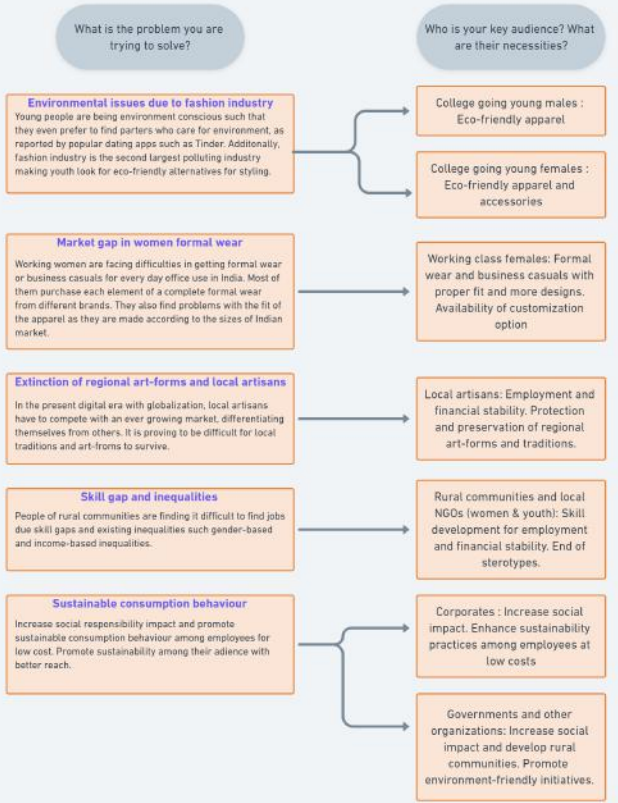


Fashion industry is the second-largest polluting industry in the world causing issues such as land degradation, water pollution, and climate change, affecting life on earth.

Local artisans dependent on traditional art-forms and businesses are facing difficulty to survive. Rural communities are the one most prone to unemployment due to existing inequalities (such as male-dominant societies) and skill-gaps.



Design, manufacture and sell eco-friendly fashion products, contributing to mitigation of environmental issues. Additionally, provide skill development and capacity building training to engage rural communities (especially women and youth) and local artisans in product development and manufacturing, protecting the local art-forms and traditions. Bring a behavioural change among communities towards sustainability, equality and SDGs.