

MONTHLY REPORT

ASTITVA

Co-exist with one another | Co-create with us

ABOUT US

At Astitva, we believe in the power of individuals to co-create. When individuals and communities join hands and lay out their aspirations for a better future, goals can be achieved and dreams fulfilled.

Together, we hope to make the world a better place to live and grow through the three R's of green living... reuse, recycle, repurpose.

Our mission is to create self-sufficient communities by promoting and practising ideas of sustainability, social justice, equality, diversity, ethical work practices and advocating for their widespread adoption in various parts of the country.

We aim to provide support to individuals and organisations to adopt sustainable practices in order to ensure the larger well-being of the community and the natural environment.

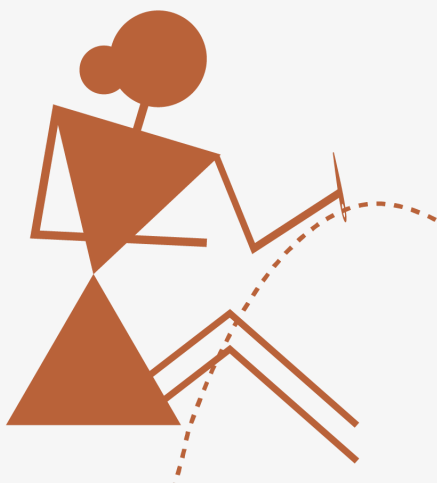


CO-CREATING A BETTER TOMORROW

CLOTH REPURPOSING

At Astitva, we believe in the reincarnation of your old clothes. Everything can be repurposed and given a new lease of life.

Under this label, we convert your discarded clothes into newer refreshing ideas. Our process is simple: Collection to Creation - We collect your old clothes to create magic.



PRODUCTS

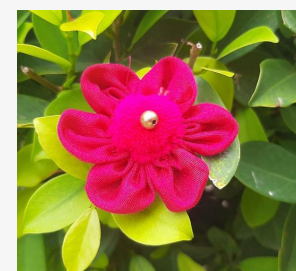
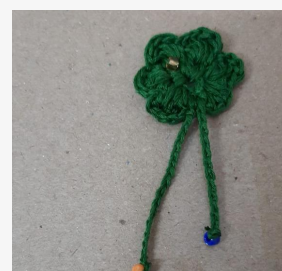
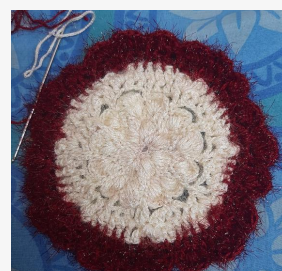
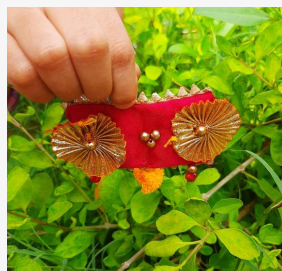
We were able to create multiple items out of discarded cloth which would have otherwise ended up at a landfill.

We also made sample design for products to be created in the months to come.

This month we created:

- 2 aprons
- Floral necklace, anklet, bracelet
- 7 table mats
- 6 cushion covers
- 6 badge sample designs
- Tote bag sample
- Coaster Sample
- Crochet embellishments
- Flower embellishment samples

Approximately 30+ clothing items were repurposed to make the above mentioned items. The leftover cloth from these clothes is being collected and will be used to make small embellishments, in packaging as well as creating 'katran' collection.



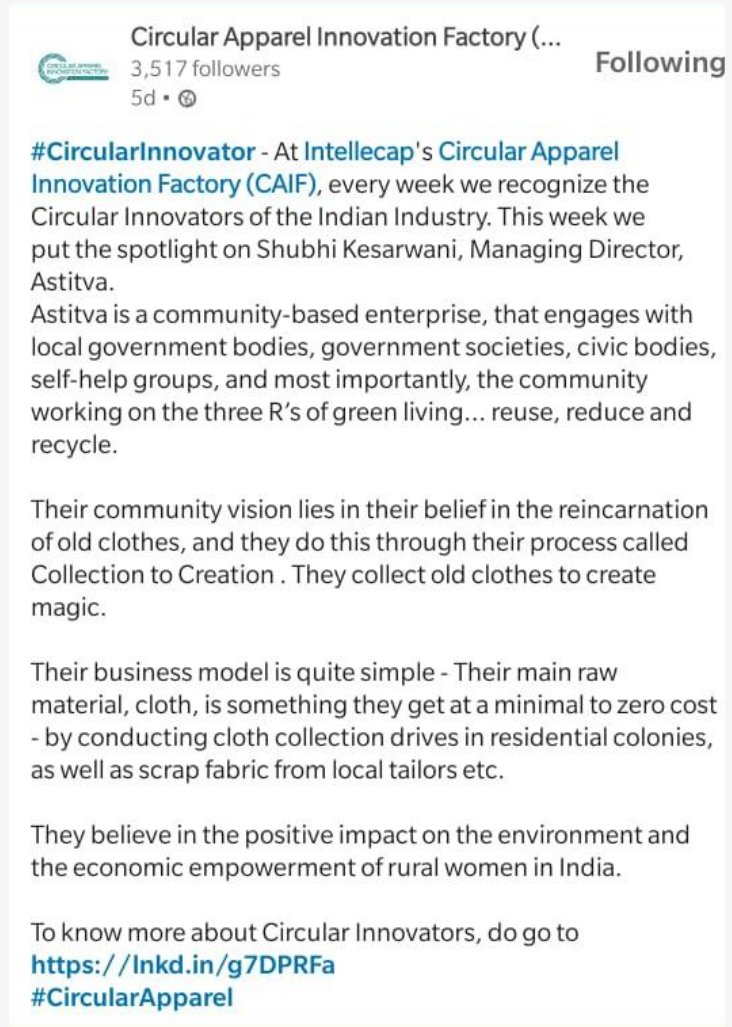
CIRCULAR APPAREL INNOVATION FACTORY



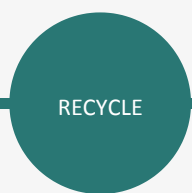
Associating ourselves with the aim of exploring ways to design circular business models for inclusivity and therefore, build “circular inclusive business models; we applied for the Circular+ Challenge which focuses on emerging circular models of rental, resale, and repair.

CAIF is an industry-led platform that is creating a circular apparel and textile industry. Their mission is to build the capabilities and the ecosystem to search, seed, support and scale circular textile and apparel innovations in India.

Since Astitva focuses on repurposing discarded/ unused clothing items, and our willingness to build social inclusion in the value chain, we believed that applying for this challenge would further strengthen our position in the industry and connect us to mentors in this space.



Astitva was selected as the weekly circular innovator of the fashion industry for our innovative work, contributing towards the circular economy model in the fashion industry.



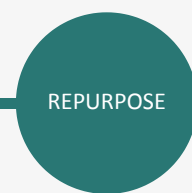
Cloth Collection, Sanitisation and Segregation



Onboard women who know how to stitch



Distribution of cloth and training women



Creation of items



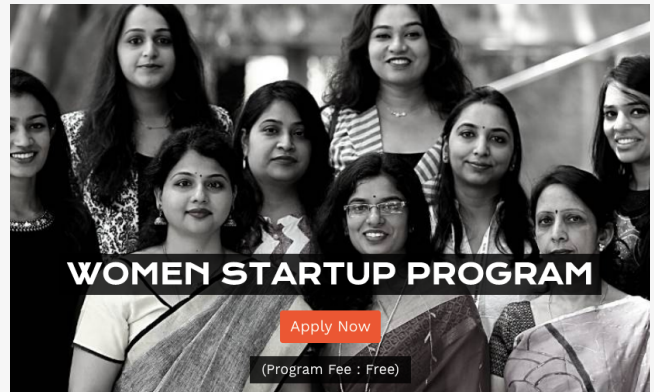
Sale: Online and offline

IIMB - NSRCEL

We applied for the The Women Startup Program which aims to support ambitious and innovative women entrepreneurs by enabling them to transform their idea into a business venture.

NSRCEL is the first incubator with a program tailored for social entrepreneurs and their unique challenges.

Funded by Goldman Sachs, this program will help us focus on developing our product and scaling up if we get selected.



TATA ENGAGE VOLUNTEERS

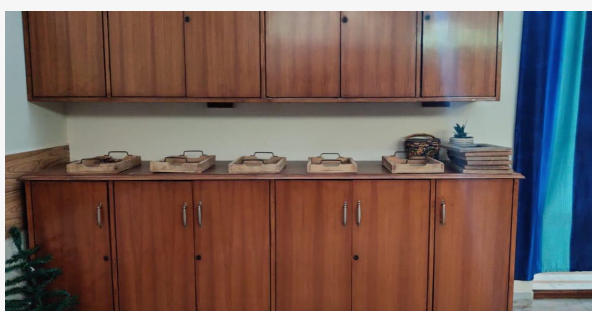
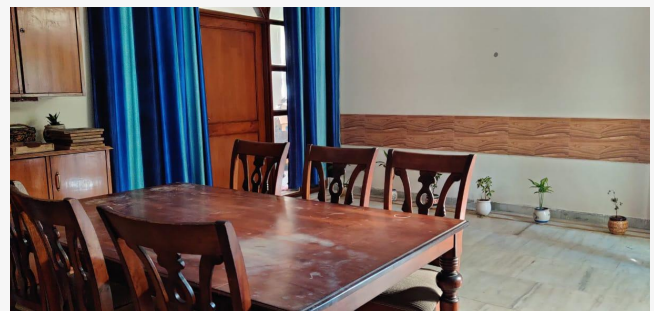
Tata Engage's ProEngage program is a skill-based volunteering format, which brings together non-profits and motivated professionals.

We have onboarded 2 individuals who will be volunteering with us on a weekly basis for 4 months. They are primarily focusing on creating an offline and online marketing strategy for Astitva in order to expand our outreach. The main aim is to a) Partner with organisations to procure cloth and b) To identify spaces where we can sell our products.



OFFICE SPACE

We began setting up our office space which will also have a little pop up store for customers to come, place orders and purchase items.

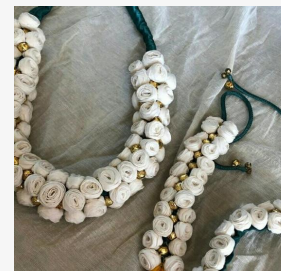


THE PLAN AHEAD

PRODUCTS

We will be making the below mentioned items in the month to come. We hope to gradually increase the amount of items we repurpose so that we can prevent them from being discarded and going into a landfill which would result in serious negative impacts on the environment.

1. Hair ties
2. Pouches
3. Door mat
4. Name plate
5. Floral jewellery
6. Floral dori's
7. Crochet embellishments



TIE-UP

We are planning to tie-up with export houses in Gurugram in order to procure fabric which can be upcycled to create varied products.

- Orient Craft
- Pearl global
- Richa global
- Richa International
- Modelama
- Noorveer creation Private Limited
- Shahi export
- Tapio
- L H Private Limited
- I R Private Limited
- Gaurav International private limited

STARTUP NEXUS

Nexus serves as a central hub for entrepreneurs, innovators, faculty, government agencies, industry players and funding organizations interested in gathering, interacting and collaborating to promote Indian startups and the local entrepreneurial ecosystem. The Nexus Incubator offers selected startups unparalleled access to networks of industry and government partners, training from the top commercialization experts around the world.

