

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.

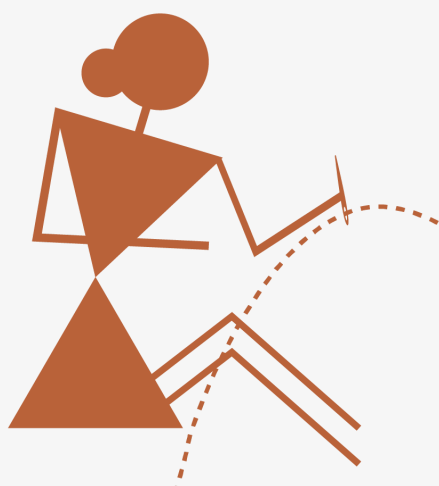


## CO-CREATING A BETTER TOMORROW

## 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.

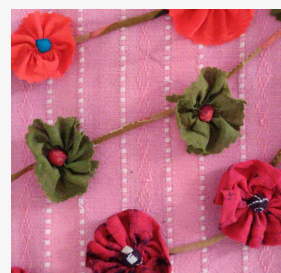
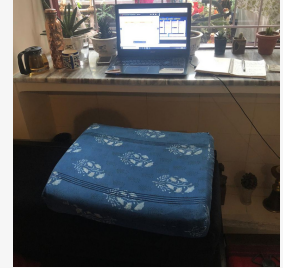
This month we created:

- 100 envelopes | Value = 1500
- 2 flap pillow covers | Value = 80
- 5 zip pillow covers | Value = 75
- 40 scrunchies | Value = 800
- 3 pouches | Value = 75
- 3 halter tops | Value = 450
- 3 t-shirts | Value = 450
- 6 short multi-flower dori's: Value: 240
- 30 long multi-flower dori's: Value: 2400
- 10 rubberband samples: Value: 200
- 4 hairband samples: Value: 40
- 4 latkan samples
- 2 beaded string samples
- 1 doorway floral sample
- 3 crochet coaster samples
- 1 jute crochet table mat sample
- 1 crochet door mat sample
- 1 table cover sample
- 200+ flowers

**Total Products Sold: 162**  
**Total Sale Value = INR 4090**

Approximately 100+ 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.





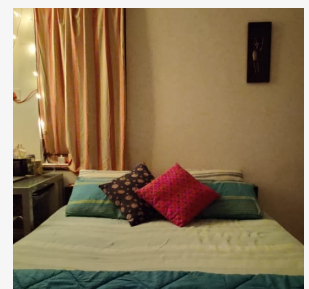
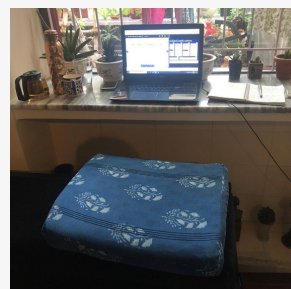
## OFFICE NAME TAG AND DECOR

In order to create a studio like set up in our office, and provide an experiential visit to our customers, we have begun decorating the office space with repurposed cloth items. We hope to create a set-up wherein buyers will get the chance to get a look and feel of the sample pieces, choose their fabric and allow us to create products for them.



## HOMES AND PEOPLE OF ASTITVA

Our repurposed handmade products have made their way to customers in Delhi and Bangalore. We look forward to spreading the word regarding the use of upcycled decor items and accessories in an attempt to curb the amount of textile waste.



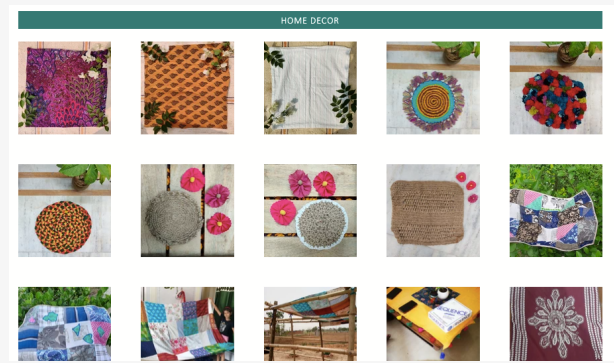
## ADDITIONAL TEAM MEMBER

We have got on board Priyanka to help creating products. She is responsible for finishing all our products, in addition to creating embellishment, hand-stitched pieces and crochet items.



# WEBSITE

All our sample products have been listed on the website under products for customers to place orders. A QR code has been placed to receive payments. We plan to create an e-commerce website in the month to come.



# 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. Big pouches
- 2. Sling bags
- 3. Foldable bags
- 4. Hairclips
- 5. Curtain ties
- 6. Flower earrings
- 7. Flower Pillow
- 8. Folders
- 9. Floral sticks
- 10. Multi-flower dori

