

शरीजान



Sustainable and Eco-friendly Re-purposed Rugs

Social Entrepreneurship to promote Re-purposed Recycled Products, An Initiative through joint action to Conserve and Uplift Marginalised Communities.

About Srijan

Srijan is a Social Entrepreneurship engaged in production and selling of a range of eco-friendly and recycled products made from recycled wools, cloth and tailor waste materials along with the constant efforts of ostracized communities. Our products are symbolical of the struggle and hardships endured by deprived communities and the need for recycling in general. Sustainability serving as its root cause, Srijan sets out to convey a simple message to the entire audience, and that is to comply with the deteriorating condition of our planet. As rightful inhabitants of this planet, it is our duty to reinvest in earth and stop exploiting our reserves. Our initiative's intentions are clear, we are here to numb the pain whilst putting smiles on the



underprivileged by narrowing down the economic gap between rich and poor. We, here at Srijan, don't need glitter to shine.

In a nutshell, our company aims to provide for means of sustainable and environmentally friendly products which not only promotes recycled products with a purpose but also caters to uplift the marginal sections of the society whose skills are yet untapped and aims to reach the environmentally conscious customer base. Our main

purpose is to create awareness to tackle the problem generated due to the use and improper disposal of the plastic bags.

Srijan's philosophy is guided by the ulterior motive of 'Change with A purpose'.

VISION & MISSION

SRRIJAN, meaning creation in Hindi, is a Social Entrepreneurship to promote Repurposed & Recycled products, addressing the large volumes of textile waste, which in the process of traditional recycling loses its value. Srrijan is offering support to the local weaver community known as 'Julahas', who are living at the bottom of the societal pyramid and earn their livelihoods from the sorting and reselling of resources accumulated from discarded apparel. These weavers provide an essential service by converting waste into useful products. Our team has been able to bring forth these innovative products into the mainstream market with incredible results. Srrijan also endeavours to conserve and protect the traditional motifs of



Uttarakhandi Aipan art by endorsing them on our range of carry bags. This is an innovative attempt to revive this vanishing art-style through enrichment techniques such as painting and embroidery. We provide training to women in support homes to make these motifs and learn how to stitch, thus providing them with a life-long skill. We aim to uplift these marginalised weaver communities and conserve this traditional Kumaoni folk art AIPAN.

OBJECTIVES

- Create an eco-conscious society by providing eco-friendly products and raising awareness about textile recycling.
- Conserve and protect the vanishing art style of Aipan by spreading awareness among youth; achieving this task via endorsing the traditional motifs on our range of carry bags.
- Providing support to the underprivileged weaver society of 'Julahas' by giving them opportunities and providing support towards their work.
- Provide skilling opportunities to needy women in support homes, to enhance their livelihood to support their family.

- Under our CSR activities conduct awareness campaigns on menstrual hygiene and nutrition amongst adolescent girls of minority communities. Encourage Women empowerment and promote girl child education.
- Promote our Recycled range of Srijan products in Urban cities and demonstrate the sustainable use of textile resources to integrate all aspects of the Circular Economy.
- Reduce, Reuse and recycle.

PRODUCT DETAILS



Srijan Durries: Rugged, tough & multifunctional rugs, Srijan Durries are hand woven on pit-looms. Made of old discarded clothing. They can be used as outdoor mats, yoga mats, mattress protectors or play mats.

Size- 70 X 40 inches

Denim Bags: Sturdy & multi-purpose Srijan's range of carry bags can be used as shopping bags, laptop bags or a travel bag. These are made from recycled denim jeans with an Aipan hand painted motif.



Size- 17 X 21 inches



Cotton face masks: Srijan's range of cotton masks are colourful and very fashionable. Made from waste tailoring scrap, these cotton masks are of good quality with a double layer of cotton.

The eco-friendly Srijan masks are washable, breathable and comfortable to wear.

Woollen Chaadar (Blanket): Our range of woollen Srijan Chaadars are the perfect thing you will need this winter to keep yourself warm.

Made of recycled old wool they are very economical and affordable. They are colourful, vibrant and very attractive.

Size- 89 X 45 inches



OUTCOME

The Fashion Industry is the second largest polluter in the world, just after the oil industry. And the environmental damage is increasing as the industry grows.

Clothing has certainly devolved into a disposable commodity. As a result, we are producing an increasing amount of textile waste. Each year, a household in the Western world discards an average of 30 kg of clothing. Only 15% is recycled or given, with the remainder going to the dump or being burnt.

Synthetic fibres, such as polyester, are made of plastic and are thus non-biodegradable, taking up to 200 years to degrade. Seventy-two percent of our apparel is made of synthetic fibres.

We believe that 'a small gesture we make, makes a big difference' so we started this initiative to educate people about the harmful impact of textile waste. We sensitized them about the alternatives and

steps how we can contribute to save our environment. Things didn't change overnight, it takes time and we are trying our best to change the things.

