



Change Initiatives has undertaken a novel effort on environment awareness — we are recycling saris into carry bags.

Such an enterprise is a direct campaign against plastic carry bags. Besides, it is opposing the use of paper, which has been the usual substitute to plastic bags.

We are inviting donations of old saris, which our girls are turning into bags that can be folded and kept inside smaller bags and pockets. The bags can be washed by hand and cleaned in washing machines as well.

The enterprise has met with unprecedented success. We have received more than 100 enquires for sari donation, and there are more than 4000 views on Facebook. Already more than 1,000 bags have been sold in the market in a month.

“The fight against plastics is a continuous process. There is no end to it. We believe, awareness should go hand-in-hand with livelihood. Our enterprise is an attempt in that direction,” said Jhumpa Ghosh, Director, Change Initiatives.