

Remarkable: October - November 2011

Conserve India – Pre-used plastic goes fashion!



In 1998 Anita and Shalabh Ahuja founded Conserve India in order to contribute to the solution of two of Delhi's most urgent problems – poverty and more and more waste. Conserve India turns a part of Delhi's waste into chic handbags, wallets and other classy fashion accessories. Conserve already employs more than 300 people. All staff at Conserve India receives fair wages, training opportunities and other kinds of support.

So called "ragpickers" collect thin plastic bags in the streets and on dumps and bring them to Conserve. There the dirty bags are cut open, washed, and sun dried on clothes lines.



Then they are sorted by color, laid out into colorful patterns, heated and compressed. Such a sort of new synthetic fabric is created, which is cut into form in the tailor's department and used as upper material for handbags, wallets and other fashion accessories. Conserve calls the synthetic fabric "handmade recycled plastic" and the process to produce it "up-cycling". Because simple plastic bags from the street at Conserve are refined into lovely and stylish articles.

Handmade Recycled Plastic

In Europe products from Conserve can be found in noble "Ethical Stores" as well as in shops which sell fair trade articles.

We find Conserve's fashion accessories remarkable! Even more remarkable is, that Anita and Shalabh offer to share their knowledge if anybody wants to found a Conserve franchise in another place of the world.

More info worth reading under www.conserveindia.org