



INDIA RECYCLES

March 2023

SLUM SALES THIS MONTH

1
2nd Mar
Gayatrinagar
350+ items sold

2
3rd Mar
Gokul Awas, Jodhpur
200+ items sold

3
4th Mar
Ganeshnagar
150+ items sold

Items sold include:

Clothes – men & women wear, toys, games, utensils, stationery items, bedsheets, cushion covers, home décor items, home utilities, bags & purses & footwear at nominal price from Rs. 10 to Rs. 100.



Our Bestseller of the month Bed Sheets

700+
Items recycled

800+
Happy Customers



BULK PRODUCTION OF REVIBE KICKSTARTS AT VADODARA

In collaboration with M.S. University, Vadodara, and our resident designer Monica Keswani, we have provided training to 10 women from Vadodara's slums in co-designing and producing sustainable **"Revibe"** products. These products include cloth bags, tote bags, laptop & book sleeves, keychains, hair accessories, coasters, home decor items, and toys made from waste cloth material. Recently, they were commissioned to produce bulk orders of "Revibe" items for our upcoming half-yearly bazaar, "Ahmedabad Bazaar 2.0" in April. The revenue earned from the sale of items will be equitably distributed among the women based on the number of products made by each individual.



Young girls & women making toys and tote bags

PREPARATIONS FOR AHMEDABAD BAZAAR 2.0

Our biannual high-end pre-loved bazaar is a highly anticipated event where we sell gently used items such as dresses, branded tops, heeled shoes, and vintage pieces, among others, that are no longer in use by the slum dwellers. In March, with the dedicated assistance of 50 self-motivated volunteers, we embarked on thorough preparations to ensure a successful bazaar. These preparations included product photoshoots, meticulous sorting, labeling, and tagging of items, finalization of the sale venue, inventory management, creative decor installation, as well as strategic promotion and broadcasting.



Product shoot and sorting of sale items

COLLABORATION WITH Z OFFICIAL

As part of our unwavering commitment to a 100% sustainable approach at Ahmedabad Bazaar 2.0, we proudly collaborated with Z Official, a renowned conscious apparel brand. Through this collaboration, Z Official ingeniously repurposed 15 pre-loved T-shirts to create a remarkable art installation that was prominently displayed at the Bazaar. The installation received widespread acclaim from our discerning customers, highlighting our dedication to sustainability and innovation.



Volunteers making art installation for Ahmedabad Bazaar 2.0

AHMEDABAD BAZAAR 2.0

Ahmedabad Bazaar, a biannual event catering to affluent patrons, is a flagship celebration of our sustainable clothing model. Curated with high-end donated items, the Bazaar aims to promote the concept of reusing pre-loved items among the urban elite. The event was elegantly organized at the prestigious Project Otenga Café, located in the campus of Ahmedabad University, on 1st and 2nd April 2023.



Customers at Ahmedabad Bazaar 2.0

AHMEDABAD BAZAAR 2.0

The following pre-loved items were at sale at the Bazaar:

- Women Apparels
Western & Ethnic
- Men Apparels
Western & Ethnic
- Books
- Home appliances
- Bags & Purses
- Accessories like earrings,
neckpieces, etc.
- Toys & Games
- Home décor

Revibe items for sale:

- Women Apparels
Ethnic
- Men Apparels
Ethnic
- Cloth & Tote bags
- Keychains
- Toys
- Diaries
- Coasters
- Home décor
- Jewellery
- Laptop & Book sleeves



Items for sale at Ahmedabad Bazaar 2.0

AHMEDABAD BAZAAR 2.0

Events held at Ahmedabad Bazaar



Musical events by various groups & artists



Water Talks by Dr. Mansee Bal

Art & craft corner for kids



Water Talks by Lokendra Balasaria

Stand up comedies

AHMEDABAD BAZAAR 2.0

India Recycles team at Ahmedabad Bazaar



STAR VOLUNTEER OF THE MONTH



Momin Bhai, a senior citizen, has been volunteering with us since past seven months. He has engaged in slum sales across various slums of Ahmedabad & helps in sale of items and in communication with the slum community members. He also helps us in sorting & labelling of items. We appreciate his time and engagement with India Recycles campaign.



India recycles is a campaign which aims to promote the sustainable model of reusing & recycling of products through the collection & sale of various pre-owned items, which are received as donations. The target is to bring awareness about sustainability to every community, class and society of the city.

We want to encourage the idea of recycling, pretty much everything!

More details are available on

www.indiarecycles.org

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