



# PROJECT PALAASH

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# WHAT IS PROJECT PALAASH?

Established in 2019, Project Palash is committed to solving the problem of water pollution by managing floral waste and creating vegan dyes which are purely non-synthetic in nature. Various fabrics are organically dyed using these, creating employment opportunities for destitute community members.

Our idea is to redefine practices of fast fashion by bringing sustainability in fashion and reviving the traditional Indian art form of handloom.



# PROBLEMS

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There are more than 3 million places of worship in India that are visited by billions of people who offer flowers to deities as a symbol of devotion. However, these flowers end up being dumped in water bodies, thereby releasing greenhouse gases.



8 million tonnes of floral waste is discarded every year, accounting for one-third of the total solid waste and an estimated market of 3.4 billion US dollars.



Across Delhi NCR, only 7% religious institutions properly disposed off floral waste and only 3% knew about its harmful effects





# SOLUTIONS

- By turning floral waste into natural dyes, we not only tackle floral waste but also simultaneously replace synthetic dyes and polyester fabric.
- By working towards reviving the handloom industry, we are creating a bigger footprint towards minimizing water pollution by substituting power looms containing microplastic which pollutes the water.
- Project Palash aims to help in promoting sustainable fashion on a larger scale and create a positive impact across the globe.



# COLLABORATIONS

01

## STOP NGO

We are currently in a collaboration with the STOP NGO that is committed to helping the survivors of human trafficking by transforming them into self-sufficient social entrepreneurs.

02

## GREENBANDHU

We've collaborated with Greenbandhu to make compost out of floral waste.

03

## DHURI

An expert in natural dyeing, they are our mentors and have helped us in refining our natural dyeing techniques.

04

## SRI GYAN VIDYA SAMITI, LOOM KEY & BANNI HANDICRAFTS

We collaborated with them to promote the sustainable use of 100% handloom cotton.

05





# OUR CAMPAIGNS

We run seasonal campaigns to foster a spirit of inclusivity amongst the community and widen the reach of our project.



## ABIR

During Holi, we produced Organic Gulaal which was handmade by our female beneficiaries. The motto of the campaign was to promote an ethical culture and raise consciousness about the environment with the tagline- #ChangeTheWayYouCelebrate.



## BANDHAN

For our Raksha Bandhan campaign, we curated a collection of beautifully crafted handmade rakhis which were eco-friendly in nature.



## UTSAV

During Diwali, we produced handmade scented candles and organic rangoli colours. We also collaborated with sustainable small businesses to provide our customers with a Diwali hamper consisting of baked goods and our organic products.



# FUTURE AIMS AND EXPANSIONS

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In three years, we see Palaash as a leading sustainable fashion brand that offers natural dyeing services to other businesses while selling a range of exquisite products of its own.



We have received mentorship from Paiwand studio as we aim to venture into the practice of patch fashion by utilising textile waste.



While increasing our production capacity, we aim to set up more centers and provide more employment opportunities to the destitute community members.



In order to increase the quantum of floral waste that we are able to utilize, we aim to make compost out of it. We plan to enhance our supply chain and make this vertical self-sustainable.





# ACHIEVEMENTS



**1 RACE 4  
OCEANS**



**KPMG ETHICS  
GRANT**



**MIT SOLVE**





**THANK  
YOU!**