



krishna mehta

Green Fashion



Development that meets the needs of the present without compromising the ability of future generations to meet their needs



A - Style no : WT03-121
Model : DORIS/JACKET
Fabric : Maheshwari
Colour : ORANGE

B - Style no : WT16
Model : SUNIC
Fabric : Maheshwari
Colour : ORANGE

C - Style no : WT17
Model : PALAZZO
Fabric : Maheshwari
Colour : ORANGE

You give back what you take



Sustainability is the “Triple Bottom Line”,
consisting of social, environmental and economic performance aspects



Being green is a way of life



- Applying and implementing



Being green is a way of life



- Always be ready to learn more

Always seek for restorative solutions



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Being green is a way of life



BE INNOVATIVE

CONSUMER
SUPPORTING
INDUSTRIES

- GEO-TEXTILES AND AGRICULTURE
- MACHINERY AND EQUIPMENT
- ASSOCIATIONS AND RESEARCH
- REGULATORY AND STANDARDS
- BUSINESS SERVICES AND UTILITIES

MARKETING

PACKAGING

MANUFACTURING

PROCESSING

FABRIC

YARN

FIBRE



Be a voice for change



COUTURE USING HANDLOOM TEXTILES FROM MANIPUR



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Natural Dyes from Plants



- Using natural dyes derived from plants and flowers and nuts – eco-friendly, accessible, usage of waste

WORKING WITH ARTISANS FROM MAHESHWAR TO CREATE NATURAL DYES



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Block-Printing



- Working with the hearing and speech impaired to create block-prints
- Creating sustainable income



Our Social Responsibility



- Our social responsibility
 - Block-printing and textures made by the mentally challenged



Our Social Responsibility



PROUD TO WALK THE RAMP WITH THE CHILDREN WHO MADE THIS COLLECTION A REALITY – SADHANA SCHOOL FOR THE MENTALLY CHALLENGED.



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A DREAM... A VISION... BY KRISHNA MEHTA



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- **A venture to employ the differently-abled individuals from in and around Palanpur, Gujarat, India.**

Our Mission: To be a hub of hand printing and other value added services for fashion and lifestyle stores.

Partake in research and developmental activities in the field of hand printing, dyeing, texturing, hand embroidery, etc.





To make PALAK self sufficient in terms of cost vs. sales by following fair trade practices of Handmade goods and services.



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Maheshwar



- Handloom textile – giving sustainable incomes to rural artisans



Team Effort is the key to Change

Slip into a shirt, save the earth

The Indian fashion industry is just beginning to embrace sustainability. Clothing that mixes and matches fair trade, eco-sensitivity and style is also finding more buyers

promoting fair trade and sustainable fashion



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HINDUSTAN TIMES, MUMBAI
MONDAY, FEBRUARY 09, 2015

Now, grow a vegetable patch in your flat

FARMING MADE EASY Smita Shirodkar's enterprise, Earthoholics, gives lessons on growing veggies, herbs at home



Ashay Tarfa

MUMBAI Like most people, Smita Shirodkar came back with many memories from her stay in Goa. What's different though is she also came back with an idea, which has now become her passion.

"I manage our family's education business. During my Goa visit, I started my employees, Rajat Naik's, home and was fascinated by their kitchen gardens. In about 100-sq-ft patch, there were vegetable beds where lettuce, lettuce and tomatoes grew. I realised the amount of hard work involved in producing a small plateful of food," said the 30-year-old MBA professional.

Shirodkar came back to Mumbai with the idea to learn more about organic farming and marketing and attended various workshops. At one such workshop, she met her mentor, Miguel Braganza, an organic farming consultant, who motivated her to set up Earthoholics, a social enterprise with the aim of creating awareness about green practices in the cities and urban agriculture.



Smita Shirodkar at a workshop organised by Earthoholics for schoolchildren.

URBAN FARMING MADE EASY

"The idea behind urban agriculture is growing vegetables in the city. It is achievable if done as community farming. The vegetables, fruits and herbs can be grown on terraces and can be sold for their use by kitchen waste and old containers or 'bins' can be used as pots," said Smita Shirodkar (on the right).

THEY GROW THE QUICKEST

On an average, it takes just 15 days to grow vegetables in urban farming. Depending on the vegetable or herb, it can take 15 to 30 days to grow. Some vegetables like chowdai, radish and tomatoes, cabbages and brinjal take around three months.

SEMINARS AND WORKSHOPS FOR ENTERTAINERS

Besides organising workshops, we hold a lot of seminars in the city to educate people about urban farming. We also conduct workshops for school children, corporate, government, NGOs, etc. We also conduct workshops for school children, corporate, government, NGOs, etc.

November 2011 so that people can learn about green practices and urban agriculture," she said, adding, "Through this enterprise, we organised our first workshop on urban farming in Daker around the same time. My friends and family were concerned about risks involved in promoting

this new concept, but I was certain that it would receive the response it deserved. Earthoholics has been conducting workshops on organic farming, composting and terrarium making. Our customers include glass gardeners, among others and have had around 4,000 people benefiting from

them. "Our workshops conducted on weekends across 10 localities in Mumbai. In November 2013, we organised an event - Urban Farming Show - the only giant show in Mumbai that focuses on urban farming. It was attended by more than 3,000 people." Earthoholics also conducts

workshops, seminars for corporates, NGOs, government and school children, etc. She said, "There will be a great when government will ask the citizens to utilize unused open spaces for establishing an urban agriculture area for the city."

at growing the best vegetables and herbs," she said. Shirodkar said that urban farmers like Shirodkar are the future of cities like Mumbai. "There will be a great when government will ask the citizens to utilize unused open spaces for establishing an urban agriculture area for the city."

Team effort is the
key to change



How can we (as an
Industry) create
sustainable fashion?



Thank you for being part the
change

