



An Initiative By : **KARMA MOKSHA NIRVANA FOUNDATION**  
[www.kmnfoundation.org](http://www.kmnfoundation.org)



## A CARRYBAG PROBLEM

To protect environment, the  
**Government of India** has banned  
single-use plastic carry bags  
**from July 1, 2022.**

This is causing a huge shortage of bags at points of sale as  
few shoppers retain the habit of carrying their own bags



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## THE RAGBAG INNOVATION

People love to dress well and buy clothes on every occasion. As a result there is an accumulation of

**old clothes in our wardrobes  
that we no longer wear**

**– but don't know where to dispose.**

Can we turn old clothes into shopping bags and kill two birds with one stone?



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## OLD CLOTHES COLLECTION

Our **logistic support** will collect  
**used clothes** from individual homes or  
collection points, such as clubs or resident associations



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## EMPOWERING PRODUCTION

The collected clothes will then be **washed, dried, cut and stitched into reusable carry bags** by Self Help Ladies Groups, generating employment and **empowering women**



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## EYE-CATCHING SOLUTIONS

Reusable carry bags made out of used clothes

(Save the Earth Mission)



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# POINT-OF-NEED DISTRIBUTION

KMN Foundation will distribute the

Rag Bags **free** from Kiosks at  
markets and malls



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## SOCIAL RESPONSIBILITY PROMOTION

**Rag Bags** will be popularized jointly by  
**KMN Foundation** and a CSR Partner  
Participating Companies can co-brand the  
bags by funding the project **through**  
**CSR contributions.**



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