

MADE IN INDIA

Conserve
Newsletter
October 2010



Conserve Delhi 2010 Project

<http://conserveindia2010.wordpress.com/>



Conserve India helping Delhi Games win environmental gold

While people in Delhi watch the Commonwealth Games, Conserve India is aiming to turn the 2010 Delhi Commonwealth Games into the first international sporting event where waste is upcycled into new, valuable products.

And we're wasting no time; our team - including Australian sustainability professional, Liz Franzmann - secured their first waste haul over 3 weeks ago from a Go India! Go for Gold! media event staged by the Games organising committee in partnership with the Hindustan Times.

The team worked with the event organisers to identify and rescue vinyl promotional banners. The banners were then refashioned into a limited collection of messenger bags.

'We saw the Go India! Go for Gold! campaign advertised in the Hindustan Times and decided to ask the organisers for the banner material once this event was over,' says Conserve's Creative Director, Anita Ahuja.

'We made these sample products to help the Games organisers see what we can do so they will give more waste materials to upcyclers like us, rather than sending them to landfills.'

Liz Franzmann's journey with Conserve India began earlier this year, when she approached the organisation with the idea to pilot a project to upcycle Commonwealth Games waste.

With the assistance of an Australian Government Endeavour Executive Award, Liz flew to India in September to help Conserve India in the lead up to the Games.

'I spent three years working with an Australian government sustainability agency looking at ways to make sustainable event practices in the Australian events industry more mainstream. Major events like the Commonwealth Games produce a lot of waste materials, particularly if you include construction and demolition activities before the event.'

Franzmann emphasises Conserve India is leading a global movement of individuals and organisations coming up with innovative ways to make better use of the earth's resources.

'The Conserve Delhi 2010 project is a celebration of this upcycling emergence. It's also a habit disruption - using the Games media platform to present an alternative to the systems and culture we've all grown used to,' she explains. 'Even if it's just for a moment, we hope people will stop and appreciate good things can be made out of Games waste.'

The Conserve India team is continuing to liaise with the Commonwealth Games organising committee. They are aiming to negotiate further supplies of useable Games waste after completion of the event.

Once the Games are finished, and approval from the Delhi 2010 Organising Committee has been received, Conserve India will auction their Games upcycled products via their project blog site. Funds raised will support Conserve India's health and education programs.

Liz is blogging about the project's story until December 2010 at <http://conserveindia2010.wordpress.com/>

Upcycling Logo

This is our new Upcycling Logo.

Let us know what you think at info@conserveindia.org



upcycling:
-verb
the process of transforming discarded materials into items of higher value and greater purpose.

October Fair:



Bag collections: Hall 6, Stand F11/24
& Interior collections: First Floor B11/24
Indian Handicrafts & Gifts Fair,
Greater Noida
October 17-20, 2010

Conserve's Health Plan



Dr. Sudha Sood, gives a First Aid presentation to Conserve's factory workers in August. All employees are now equipped with basic First Aid knowledge. Doctors from Help Global Society partner with Conserve, to provide more comprehensive health care to Conserve's employees and their families.



Conserve will launch a Medical Mobile Clinic next month. A converted CNG powered van, stocked with medical supplies and a bed

will make monthly checkups to Conserve's three hundred employees and their families. Healthy workers and a healthy environment comprise the foundation of Conserve India.

Moving on up

We have been stretching our seams, expanding our core, and outgrowing our current home at Patparganj Industrial area. The signs have been showing for some time now, and we knew our operations needed something bigger and better. Thus, last August we began to construct a custom built factory in



Anita and Shalabh Ahuja looking over the nearly finished production floor in August.

Bahadurgarh, and we are now ready to start moving. The new 2 story, 13,000 sq foot building was designed just for Conserve including such amenities as a large production floor equipped with high ceilings and large windows, airy locations for our washing unit, a front waiting room for visitors, and show room to display our best and newest products. It was built to meet international factory standards and is air Trade Certified. The move will allow us to accommodate more fabricators under one roof, thus creating a more efficient production line and more job opportunities.