

COVID RESPONSE

CONSERVE INDIA



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Bringing artisans

online

Overview

Conserve India enables dignified livelihoods with a special focus on women's groups of waste pickers and artisans. It empowers marginalised communities through capacity building, using waste as a resource. It has been able to develop a technology to convert "non-recyclable" plastic waste to fabric. The recovered and upcycled materials are then used to create high-value products.

These products retail domestically through their brand LIFAFFA and are also exported. Conserve India is active in advocacy for Circular Economy, Fair Trade and Grassroots Innovations for Sustainable Development and helping government accelerate policies for SDG8 and SDG12.

Conserve's primary stakeholder groups of waste pickers and artisans were severely impacted by the sudden lockdown. They lead hand to mouth existence and suddenly, they had no access to basic essentials like food and medicine.

Conserve quickly moved into organize micro funding for immediate relief. It created a 300-member WhatsApp group and raised money to support around 10 NGO kitchens and medicines for the needy.

The pandemic and the lockdowns have made Conserve realise the importance of bringing the artisans online. Conserve is now focused on building capacity of its artisans with online training. It is helping women artisans become comfortable with online tools and conversing on video calls to showcase their work.

