

*How much wastage do you think we make every year?*

# FACTS about wastage in India !

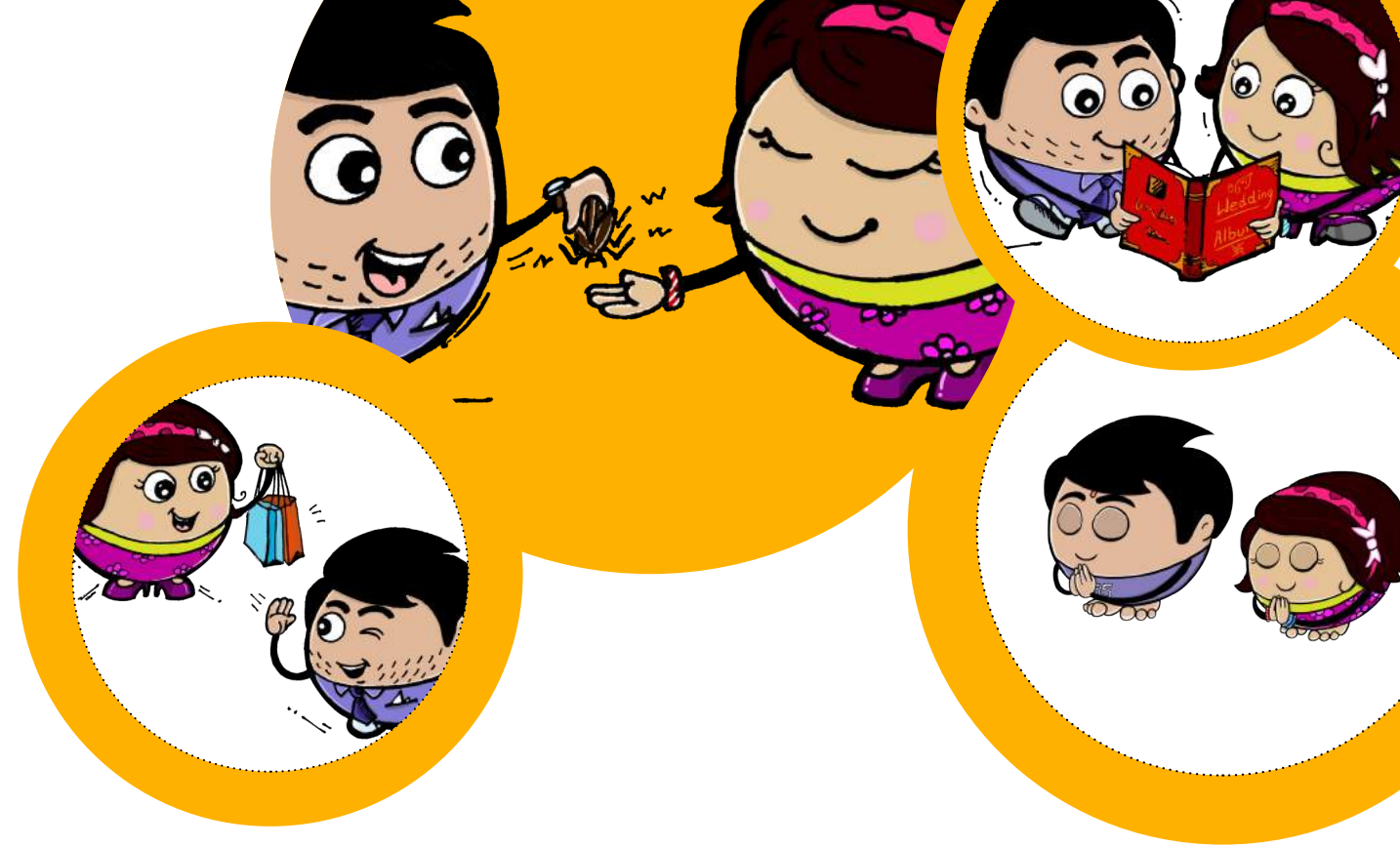
**OVER 377 MILLION** urban people live in 7,935 towns and cities and **generate 62 million tonnes of municipal solid waste per annum**. Only 43 million tonnes (MT) of the waste is collected, 11.9 MT is treated and **31 MT is dumped in landfill sites**.

Did you know that **UNUSED WASTE HAS THE POTENTIAL TO GENERATE 439 MW OF POWER FROM 32,890 TPD OF COMBUSTIBLE WASTE?** To put it in perspective, *this much energy is enough to meet the power demand of a union territory like Pondicherry.*

**EVERY HOUSEHOLD, ON AN AVERAGE, GENERATES 15 KILOGRAMS OF ORGANIC WASTE** and one kilogram of plastic waste every month.

*How much garbage we  
contribute every month?*

# *festival rakhi*



The **eternal bickering bond** of brother and sister relationship is celebrated as Raksha Bandhan. **The bond is about, teasing and tricking each other throughout the life!** and dotting each other about the fact that who was picked out of the trash? This relationship between the siblings is probably **the purest & longest relationship** you share with someone in your whole life !

*Where does your rakhi  
go after celebration?*

620  
million

.....

Rakhi's are

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**DUMPED**

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every year

Every year nearly **62 CRORE** people celebrate **Raksha Bandhan** across the world; ironically these rakhis are made from plastic, metal and other non-renewable materials, ends up **in the garbage !** creating a huge amount of wastage on mother earth and polluting it.

The true spirit of the festival is lost and this eventually adds more carbon footprints, hurting our environment.

This made us ponder on to the issue of celebration of festivals & **THE WASTE GENERATED.**



As we all are living at a very fast pace and the one who is not so active in this digitalized world may get some reward from the nature as **a cleaner and greener mother earth.**

We all are sharing our lifestyle with man made stuff rather than with nature

**CREATING WASTE THAT IS  
NON - BIODEGRADABLE.**

So, just to get a reward for the mother earth we came up with a

**SUSTAINABLE SUBSTITUTE**

which can not only **change the way of celebration but will help us make memories last a lifetime !**





# India's first seedrakhi®

"this Raksha Bandhan"

.....  
**BE A PART OF THE CHANGE !**

SeedRakhi® - a **SUSTAINABLE ALTERNATIVE** to synthetic, plastic and non-biodegradable rakhis !



HANDCRAFTED



RECYCLE



PLANTABLE



NON-TOXIC



SUSTAINABLE

seedrakhi   

# MAKING of Seed Rakhi !



**1. ORGANIC COTTON GROWING**  
reviving bio-safe agricultural  
practices benefiting farmers



**2. MAKING OF YARN** by Self Help  
Groups empowering women



**3. NATURAL DYING** keeping it  
healthy for the surrounding



**6. GIVING BACK** to mother earth



**5. MAKING BONDS STRONGER** by  
celebrating relationships



**4. PACKAGING** making it look so  
simple yet elegant



# *how to plant*

Seed  
Rakhi<sup>®</sup>  
NURTURE YOUR BOND



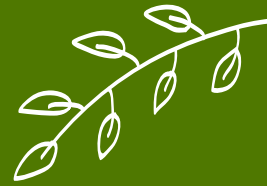


*#sowaseedrakhi*



to support FICCI Ladies  
Organisation, Jaipur,  
**SKILLED WOMEN**





*sowing seeds of  
sustainability*



**with SAPLINGS,  
our little  
changemakers !**



*this 15th August*

Gift a SeedRakhi® to the SOLDIERS !





Our Little one's are very sensitive towards nature and when guided, they can become **AMBASSADORS OF CHANGE**. We are conducting workshops for students from different schools and colleges and building an army of young warriors. The **#sowaseedRakhi** campaign has taken initiative to teach kids **“How to make Seed Rakhi”** by conducting workshops at different schools and at our head office Indibni.

*“sowing seeds of sustainability in saplings.”*



**The kids will learn to make 2 Seed Rakhis.** One of their handcrafted rakhis will be sent to the soldiers on the front along with their hand written postcard by Indifamily foundation via **#SowaSeedRakhi campaign** and they can take the other rakhi with them for their rakhi celebration with siblings.

A kit will be provided to each kid which will include all the materials required :

**A FEVICOL**

**A PAIR OF SCISSORS**

**A SET OF COLORFUL THREADS**

**A SMALL COMB**

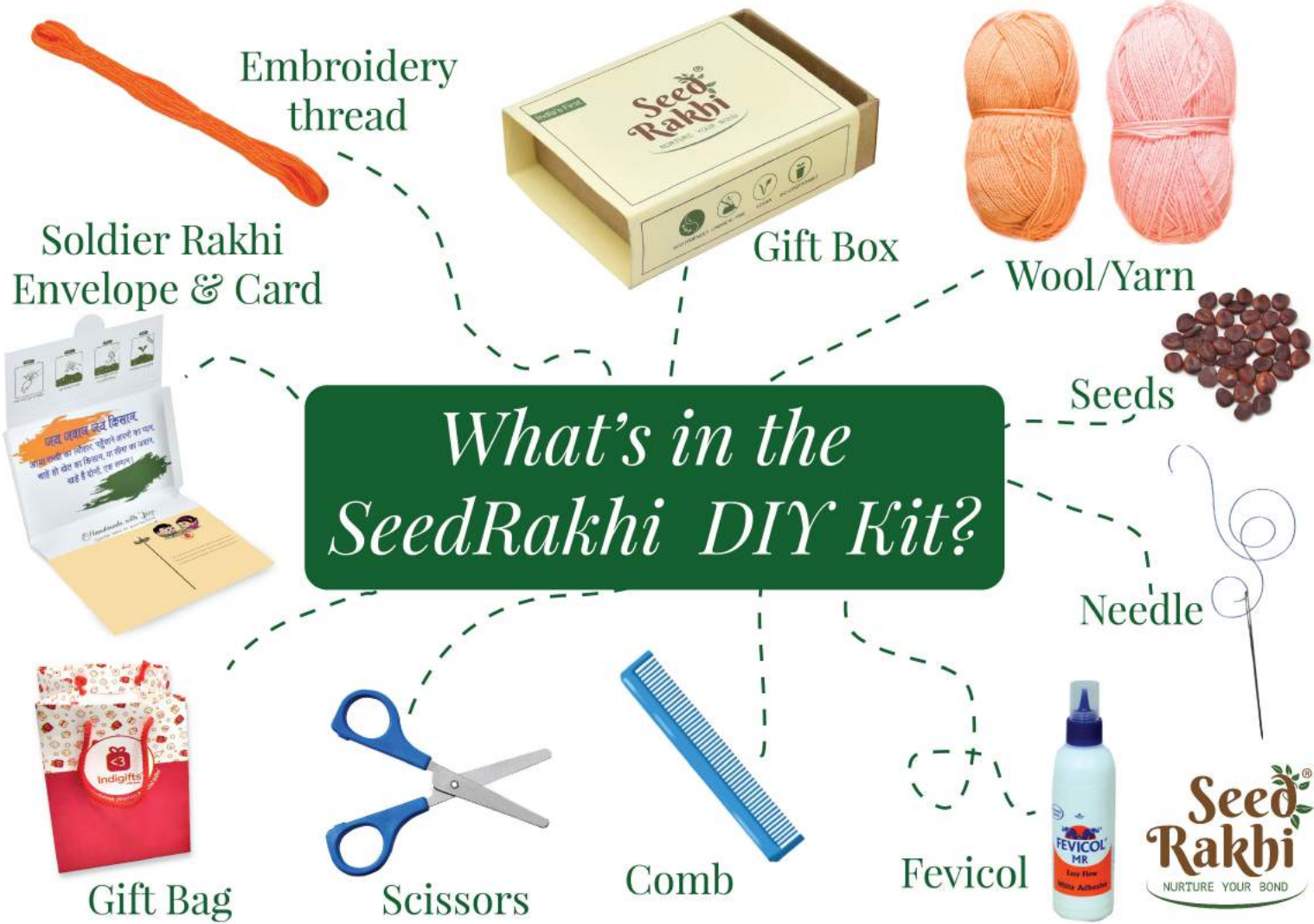
**SEEDS**

**PACKAGING BOX FOR THEIR SEED RAKHI**

**PACKAGING BOX FOR SOLDIERS SEED RAKHI WITH A POSTCARD**

*about workshop*





# reuse



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**REUSE** is a step up from recycling.

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*‘Re-purposing your household trash in any manner is a good way to reduce the already loaded garbage dump’*

Did you know, there are approximately

**100 MILLION PLASTIC BOTTLES**

that are used and discarded every single day? What can you do? Instead of just throwing them after their use, start reusing them all over again.

**MAKE YOURSELF A DIY PLASTIC SHOWPIECE**

or simply use it as a storage box for your accessories. You will be surprised at how many opportunities for reuse there really are, once you actually start looking for options.



# *mentors for change*

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**Mrs. Shweta Chopra**  
Chairperson, FICCI  
FLO, Jaipur



**Mr. Chintan Bakshi**  
CEO, Startup Oasis



**Mr. Sudhir Sharma**  
Founder & Creative  
Chairman Indi Design



**Mr. Chandmal Kumawat**  
Chairman at  
Maneesh Media



**Mr. Naren Bakshi**  
Mentor & Social  
Entrepreneur



**Mr. Aroop Zutshi**  
Global President at  
Frost & Sullivan



**Mr. Rahul Narvekar**  
Founder Scale  
Ventures Fund



**Dr. Falguni Vasavada-Oza**  
Professor at MICA

Pledge to **#SOWASEED** and help us to **MAKE MOTHER EARTH GREENER AND CLEANER** by sending organic SeedRakhi®

Show our gratitude and love towards our **real superheroes “SOLDIERS”** by using Organic SeedRakhi’s this year as we are sending out a rakhi to them for each order you place !

VISIT -  
**[HTTPS://SEEDRAKHI.COM/SOWASEED/](https://seedrakhi.com/sowaseed/)**  
AND PLEDGE HERE !

*be our  
ambassador*

.....  
*We aim to bring together the entire nation !*

*// BE THE CHANGE YOU WANT TO SEE IN THE WORLD //*  
.....



Mr. Paresh Gupta  
Founder at GCEC



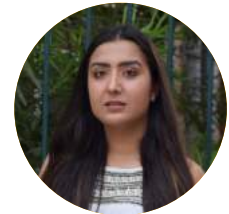
Mr. Aadi Gurudas  
Founder President  
at Udaan - NGO



Mr. Manan Tholia  
President at Raksha



Mr. Anurag Maloo  
Regional Manager  
at Techstars



Ms. Shruti Chhibber  
Founder at Grapha



Ms. Neha Vatsala  
Founder -Vats  
Creations



Mr. Sagar Agrawal  
Co-Founder at  
HippoCabs



Mr. Anuj Agrawal  
Founder and  
Partner at Cbetter



Ms. Rachna Ghiya  
Founder at Jaipur  
Creative Community



Mr. Piyush Trehan  
Managing Partner  
at Hooked



Mr. Siddharth Hansaria  
Managing Partner at  
S Hansaria & Associates



Mr. Divye Tela  
Director - Sales at  
Auriga IT Consulting

# *our impact!*



**1M**

**200+**

**10k+**

**15+**

**20+**

**LIVES  
TOUCHED**

**WOMEN  
EMPLOYED**

**SEEDS SOWN**

**SKILL  
DEVELOPMENT  
WORKSHOPS  
HELD**

**FARMERS  
EMPOWERED**

*take a pledge & become  
our ambassador*

I pledge to

**#SOWASEEDRAKHI and make  
India greener and cleaner this  
Independence day.**

Fill the Form & get a certificate  
stating you as  
**AMBASSADOR OF CHANGE**

Your Name (required)

Your Email (required)

Mobile (required)

City (required)

Send



**Indifamily**<sup>®</sup>  
Foundation

This certificate is proudly presented to

Behind every strong soldier, there is an even stronger family who stands by them. We at Indifamily acknowledge your contribution towards the men in uniform who valiantly fight on our borders to safeguard the country's honor.

*NURTURING BONDS with "#sowaseedrakhi"*



**Seed  
Rakhi**  
NURTURE YOUR BOND

# *featured in*



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*our partners*

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