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WEDNESDAY, JUNE 18, 2008

## The small steps initial idea - connection

*"The Small Steps shopping bags are not intended for profit. They are, however, intended to be socially sustainable. Though Upasana Design Studio is coordinating the first round of Small Steps bag production, our eventual goal is to place this project in the hands of the people. Through village outreach and training, villagers will be taught how to craft these compact, lightweight bags out of locally-available materials and they may sell them to either create or enhance their livelihood.*

*By promoting the use of cloth bags, Small Steps is trying to clean the roads. But equally as important, it is also trying to create jobs."* - <http://smallsteps.in/node/24> <http://www.smallsteps.in/>

Confluence:

It is our hope that by getting major retailers and industrialists involved in this powerful "small steps" movement and by exposing them to the potential of environmental sustainability we can accelerate the creation of an environmental economy which is viable and self nourishing.

By bringing such concepts to the masses and enabling individuals to make a conscious decision to protect the environment while going about their daily grocery shopping, we hope to offer more than just a bag. We hope to offer them a feeling of empowerment; the idea that this action of theirs, spending a nominal amount to purchase a small step back and say no to plastic, is real and apparent and current. Not theoretical or ideological, but tangible and visceral. The choice has been made by them, the bag bought by them, the plastic averted by them and the change created by them. In order to handle the massive ecological problems that face our country as a whole, we must become the change we wish to see, believe the change we want to see and support the change we can all partake in.

This is all we hope to achieve; *change*. change we can believe in, change we can take part in and change we can create. People are ready for this kind of change. Consumers are becoming more conscious, retailers are becoming smarter and more sensitive and producers are creating environmentally friendly products. All that there is left to do is connect the dots and act, before it is too late.

Posted by Confluence at 1:40 AM

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