

Small Steps

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A journey of a thousand miles begins with a single step. Lao Tzu

Uma Prajapati, Manoj Pavitrán, and the other designers at Upasana Design Studio, working with designers at the National Institute of Fashion Technology, Chennai, have created an amazing campaign to reduce pollution caused by “throw away” plastic bags: Small Steps for better living.



The idea? Carry a compact shopping bag with you anytime, any day, everywhere. Designers that they are, they have designed a bag that is light-weight yet strong, extremely compact, and fashionable enough for any hipster. The bag currently comes as a shopping bag or a backpack, in it's own little pouch which can be slipped into a purse or clipped onto a belt loop with a mini carabiner.

The first production of bags will arrive at Upasana on 25 January 2007.

If you are given a chance to do something for your country, would you?

Be the change – take a small step – say **NO** to plastic bags.

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