

## Introduction

Mom's Store Nepal is a social enterprise that provides affordable clothes for new parents following sustainability practices with ease of access. It has set up a process where people can buy and sell used clothes and has also introduced new products through upcycling. Most of the things happen through its social page, where people buy and sell used clothes. They do also accept used clothes as donation and sell that clothes with minimal price. Apart from that they are also conducting awareness programs to bring used clothes in the circular economy.



## Background

According to the international research organisation Global Footprint Network, humanity is consuming natural resources faster than they can be replenished—it would take 1.7 Earths to sustain current global rates of consumption. The linear economy, based on the manufacture, consumption, and disposal of basic products following the 'take-make-dispose' plan has become a public concern in recent years. This is due to resource-intensive production processes and the increase in the amount of waste sent to landfill.

Textile industry is considered as one of the largest producers of greenhouse gas (GHG) and is indicated as the fifth largest contributor of Co2 emission. Upcycling reduces the amount of waste and discarded materials being sent to landfill and also reduces the need for production of using new or raw materials. By reducing the need for production it also reduces pollution like air pollution, water pollutants, greenhouse gas emission and saves natural resources. greenMe encourages people to reuse, recycle and introduce new products through upcycling and helps in bringing used clothes to the circular economy. In recent years, there has been a tendency to emphasise the circular economy that follows the 3R approach: reduce, reuse, and recycle. This approach to waste reduction is a priority for international institutions.

As the economy is hardly hit by COVID-19, it exacerbated hardships for low-income parents. In Nepal, 25.2% of people live below the national poverty line (Poverty: Nepal, 2020) and the rate of fertility is 1.92 children per woman (Nepal - Fertility Rate, Total (births Per Woman) - 1960-2018 Data | 2020 Forecast, 2020). There are parents who can raise their children(s)

providing all the basic needs but for few, it's quite difficult. There are some households/moms who can't afford to buy baby clothes but must have access to affordable neat and hygienic baby clothes. Most do not wash and dry by washing machines so it takes time to dry clothes.

On the other hand, there are some parents who have clothes which are even not much used as babies grow so quickly and become unfit for them, but still in good condition. The wastage that's created by used clothes is ginormous. Clothes can also be reused in a creative way through upcycling supporting environmental value. Besides minimizing the waste, it also reduces the needs for production and helps in creating jobs in local communities.



## Activities

Mom's Store Nepal has set up a process where people buy and sell baby clothes/toys within minimal price. It is also conducting webinar programs to educate people about the importance of recycling and upcycling, and are also rewarding people who have made contributions to recycling by donating clothes. The activities that are performed by Mom's Store Nepal are as follows:

- Provides affordable clothing service to the parents through mom-store's Nepal, a non-profit enterprise that follows sustainable practices.
- Conduct programs related to reuse, repurpose and recycling to protect the planet by reducing waste.
- Introduced innovative products from waste through upcycling and bring waste into a circular economy.



As we know that upcycling reduces the amount of waste and discarded materials being sent to landfill and also reduces the need for production of using new or raw materials. By reducing the need for production it also reduces pollution like air pollution, water pollutants, greenhouse gas emissions and saves the natural resources. Different kinds of innovative products are introduced by Mom's store Nepal like 'hairband', 'Bibs', 'Romper' and 'shoes' for childrens through upcycling.

## Team

Our team comprises diverse skilled members who are constantly thinking of solving societal problems and help people to make better decisions. Investors, customers, communities, employees, society and governments are the stakeholders for Mom-tah Nepal.

## References

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