

“Earth provides enough  
to serve every man’s  
need but not every  
man’s greed “  
-Mahatma Gandhi.



**For past 150 years most companies were directed by the false assumptions that planet earth has infinite resources and an infinite capacity to absorb waste.**



**What does the future  
hold for us??**

# OVERPOPULATION



The current global population is at 6.9 billion and it is expected to reach 9.15 billion by the year 2050. With such a speed and current availability of resources, experts believe only one out of ten people will be able to get food in 2050.



**Diminishing forests**  
Earth Observatory, North  
Aeronautics and Space  
Administration (NASA)  
records suggest that at least  
3.5 crore forests are cut down  
every year. This causes a  
huge raise in the prices of  
fruits, fibre, paper, oil, wax,  
colour and medicines.

**India incurs a loss of around  
INR 400 billion every year.**



## **Depleting Water Resources**

**More than one billion people do not get proper drinking water currently. It is estimated that over three billion people will have to manage without proper drinking water by the year 2050.**



**Around 60% of water resources in India are expected to dry up by 2025.**

**We have a dream to make the world a better place than we found it ....  
.....a world where children would breathe unpolluted air & drink clean water .  
.....a world where we would wake up to bird songs in the morning .  
.....a world where our Earth would be green & our waters clean .**

**We want to build a world where we could swim in the seas , with its own  
marine inhabitants .  
.....a world where birds would build nests ...without being worried that the  
tree ,  
that is , their home would be cut down one day .**

**This is our dream of creating a sustainable clothing brand where the cotton is  
grown  
without chemicals , respecting the very soil & water that create it ,  
the hands that make it are paid fair wages ,  
& the people who wear it respect the earth ...**

**Its our way of making the little difference we can....**



# **Fusion Clothing Company A Journey with GOTS**

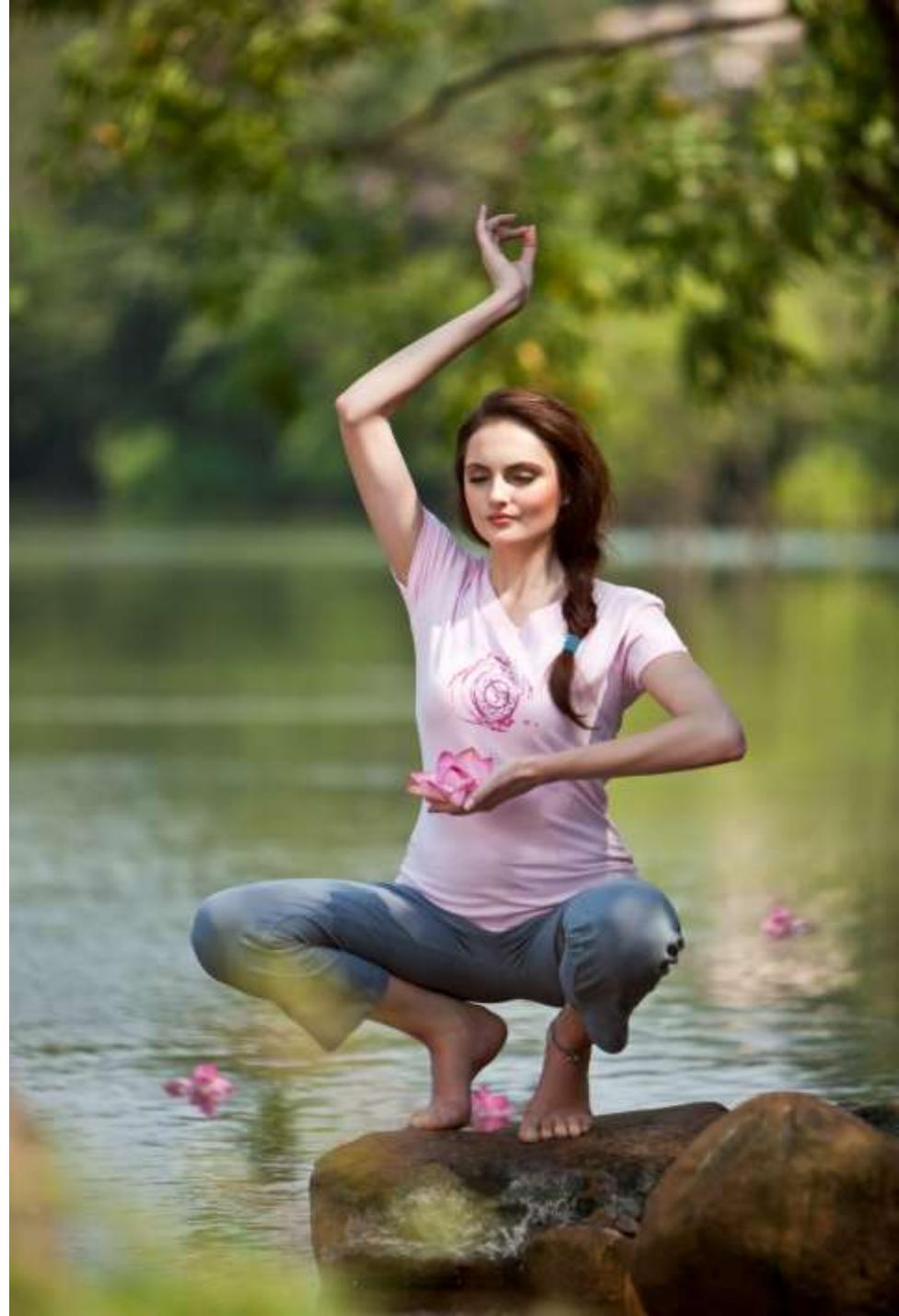
GOTS International Seminar

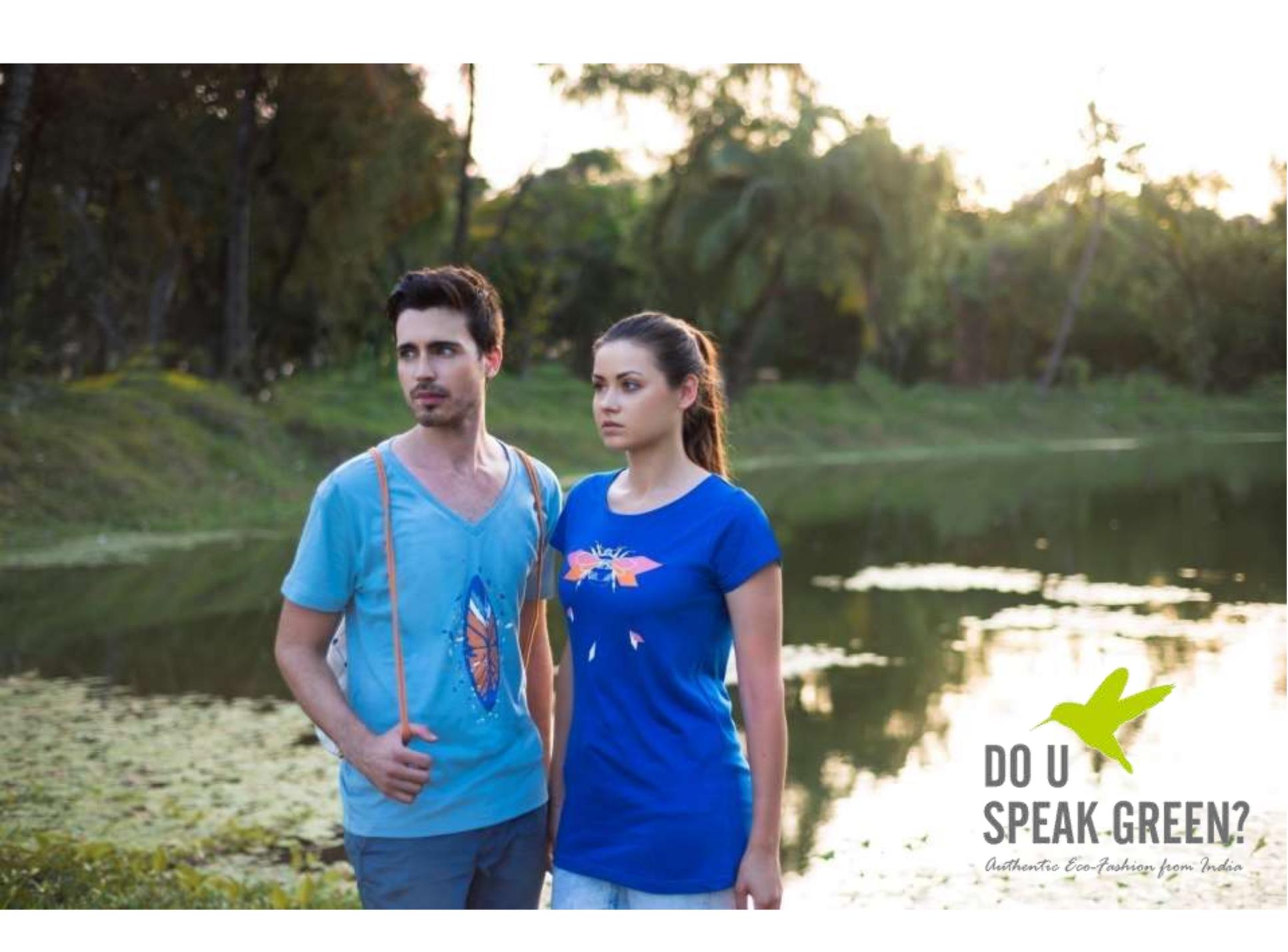
May 22, 2015



Since 1992

Sustainable Knit Clothing





  
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# GOTS registration

**Requirement of Organic Fibre production**

Raw material of yarn shall be purchased from the GOTS approved spinning mill, along with raw material, transaction certificate is received to ensure the Quality, Quantity and cotton purchased details . This supplier also must be GOTS Certified facility

**Requirement of Material Composition**

The Organic Fibre content should be a minimum 95% excluding accessories,  
Organic fibre content is confirmed according to the GOTS standard .

**Raw material Yarn Received, Knitting & Dyeing Process Carried**

Yarn sent to the knitting unit, Grey Fabric Converted as per the GOTS Standard requirements. This process carried only in GOTS approved unit. Then sent to Dyeing Factory for Wet process / or Dyed Fabric sourced from the GOTS Approved Unit. .

# GOTS registration

**Sewing process carried and GOTS requirements are followed.**

**Garments are manufactured at our GOTS approved factory, Identification, Storage, Traceability, Quantity Checking, Fabric Consumption verification, Social Requirements for employees are followed.**

**Finished Goods are packed and dispatched with GOTS Marking along with TC**

**All finished goods are inspected , packed and dispatched to our customer. Yarn Material Transaction Certificate is surrendered and Garment Transaction Certificate is applied with Certification Body.**

# Measure of GOTS

**GOTS application is obtained, filled and sent to the Certification Body**

**The facility management shall approach approved CB and get application. Once application process completed and Quote from CB finalized and audit date confirmed**

**Approved CB audit process**

**Auditor from CB shall do the audit process in the entire net work manufacturing activity like knitting, dyeing, printing, garment factory. GOTS requirements and Social Requirements are inspected, if requirements are meet GOTS certificate shall be recommended.**

**GOTS certificate Validity and renewal**

**GOTS certificate is valid for one year, all the manufacturing units are following the GOTS standard and renewal process will do after the expiry date. Again application process and audit process are carried for renewal purpose.**



  
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# FCC journey with GOTS

Benefits	Before GOTS certification Stage	After GOTS Certified Stage
<b>Increased Work Environment safety</b>	The Factory was unaware of the importance of the work environment & legal requirements	All Factory management & staff were trained & understood the environment & safety requirements.
<b>Increased Workers morale</b>	The morale among workers were low	The workers felt pride in working
<b>Improvement in Company Image</b>	Not many company owners cared for Organic Production	We were among the few who went for organic production ten years back
<b>Increased sales opportunities over uncertified companies</b>	We were like any other factory	After GOTS certification the number of customers placing orders with us increased, so sales increased
<b>Increased public acceptance of company</b>	Few People knew of us	Since we are listed on the GOTS website more International firms knew about us.

# FCC journey with GOTS

<b>Reduction in Labour Turnover</b>	There was less loyalty & stability	Due to better working conditions the labour turnover has reduced and they are more responsible
<b>Human Resources Department</b>	It did not function systematically	Now the department functions in a planned way
<b>Operation cost</b>	Productivity was low	Due to better performance by the labour productivity has increased
<b>Reduced effect on environment</b>	There was a high negative impact on the environment due to the production processes	Now the impact has been drastically reduced due to Organic clothing production

# Fabric making process



**Cotton pods – Sustainable Organic Yarns**



**GOTS certified Knitting and Dyeing**

Organic Cotton is grown without the use of pesticides & chemicals.

Organic Cotton helps prevent farmer suicides as they get better prices & yields & also do not need to use harmful pesticides which affect their health.

Organic Cotton also improves the soil fertility & restores natural balance to the ecosystem.

# Fabric making process

## Checking / Ironing



Checking



Ironing



Finished product

At least 8,000 chemicals are used to turn raw materials into textiles and 25% of the world's pesticides are used to grow non-organic cotton. This causes irreversible damage to people and the environment, and still two thirds of a garment's carbon footprint will occur after it is purchased.

We can help conserving the environment by buying Organic clothing and try making the world better place for generations to come.

# Fabric making process

## Printing / embroidery



GOTS certified Screen printing / Table printing

Embroidery

Dyeing / Printing: Making sure to use eco friendly dyes and prints for having minimum damage on the environment and people using the same. Water is filtered and re-used.

# Fabric making process

## Cutting / Stitching



**Cutting**



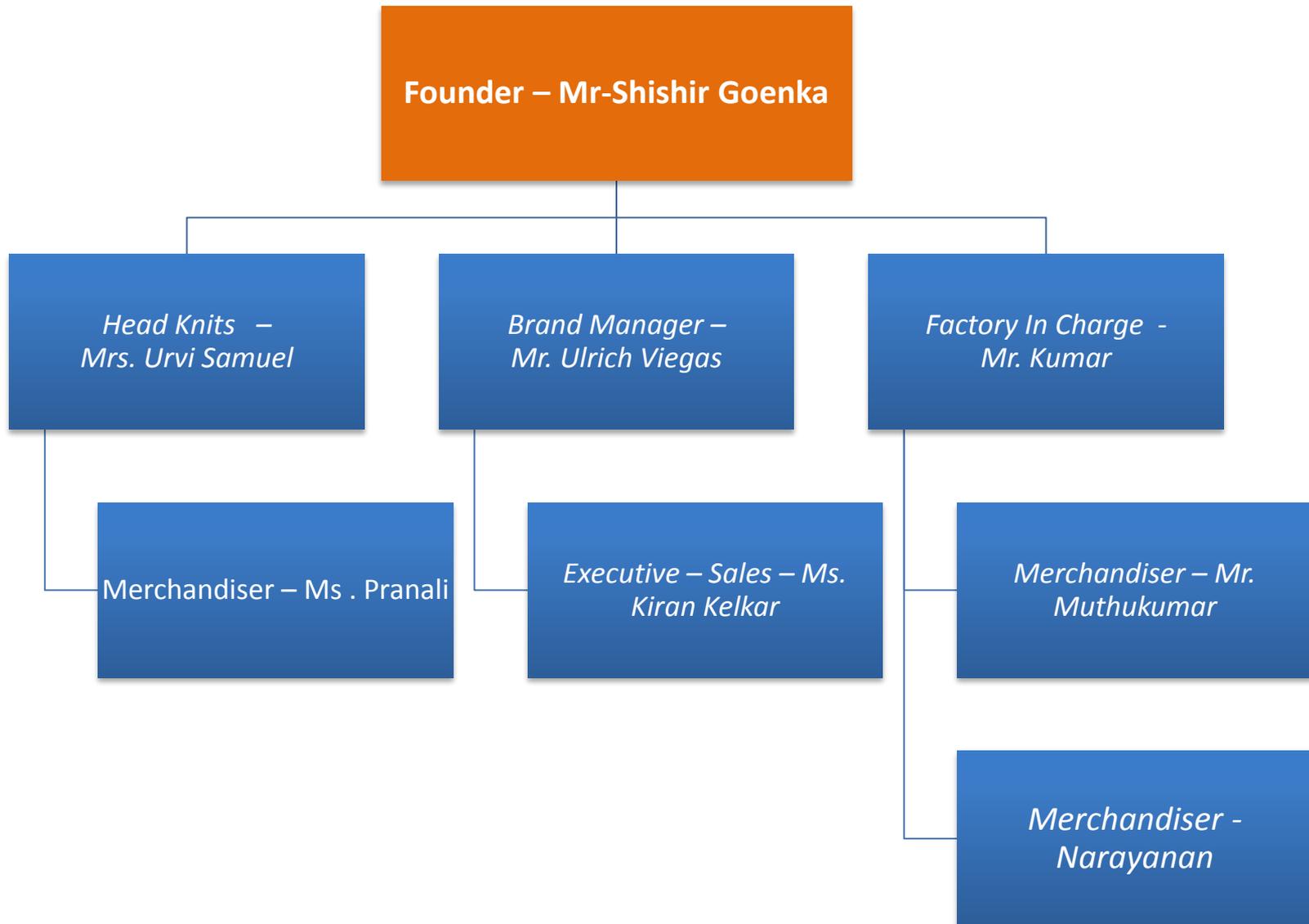
**Stitching**



**Over-locking**

Made at our ISO, GOTS (Global Organic Textile Standard), OE 100 Certified factory which has 19 years of experience in manufacture & export high quality knitted clothing & supplying to Top Brands around the world.

# Current team



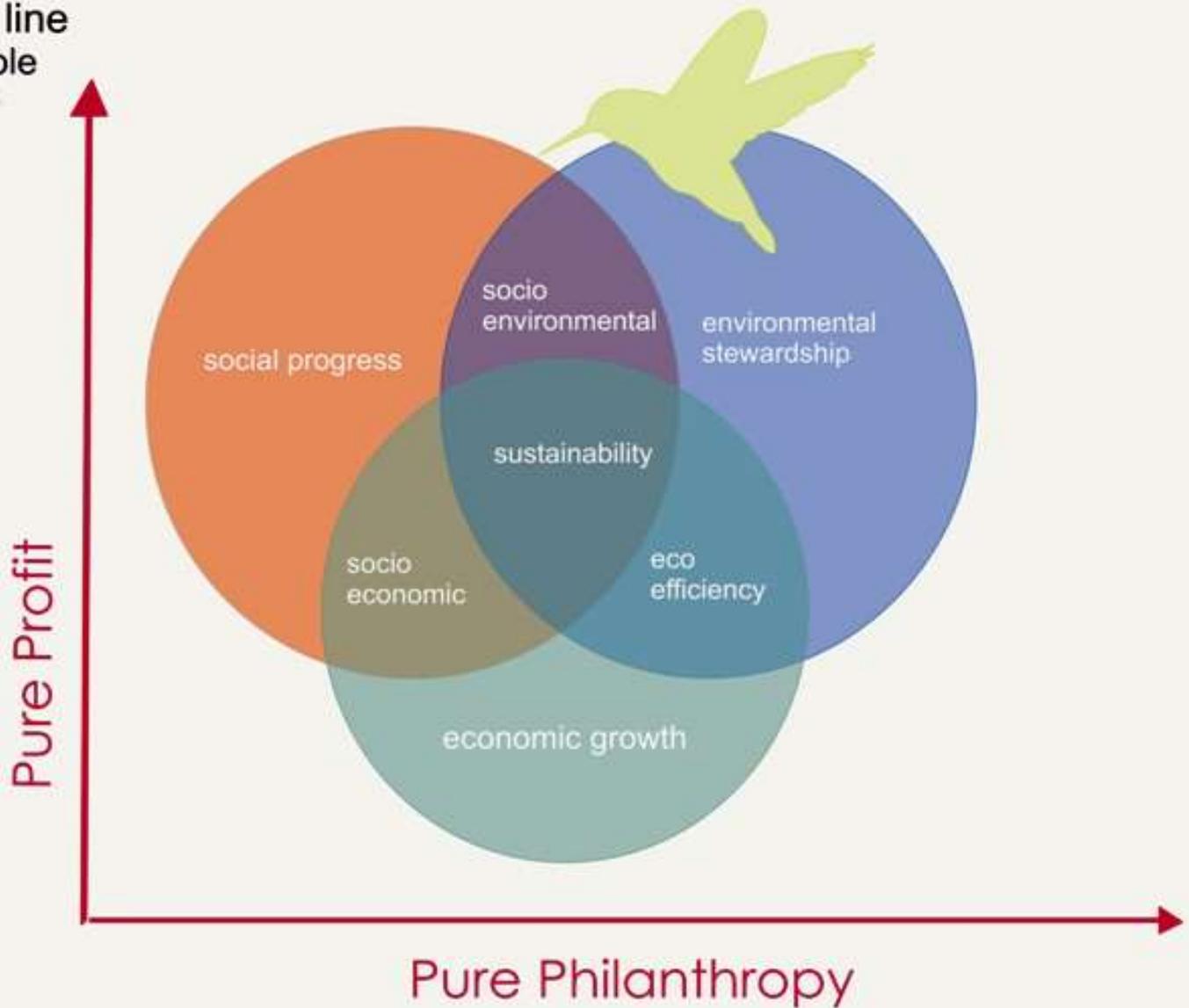


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# Triple Bottom Line

the triple bottom line  
Economic principle  
people - planet - profit



# Fabric

## **Organic Cotton**

- Organic cotton is grown without the use of toxic and persistent pesticides and synthetic fertilizers and genetically engineered seeds.
- Organic cotton is grown using methods and materials that have a low impact on the environment.
- Organic production systems replenish and maintain soil fertility, reduce the use of toxic and persistent pesticides and fertilizers, build biologically diverse agriculture and promote balance of ecosystems.

## **Bamboo - Nature's most sustainable gift**

- Bamboo fabric is a natural textile made from the pulp of the bamboo grass.
- Bamboo keeps you warm in winter and cool in summer.
- It has many unique properties and is more sustainable than most textile fibers.
- Bamboo Clothing is anti-bacterial & anti-static.
- It absorbs moisture rapidly & stays dry even after perspiration.

# Fabric

## Modal the “wonder” fabric

Modal® is currently called the new "wonder" fabric. It is a processed, bio-based textile made from the reconstituted cellulose of beech trees. This fabric combines the benefits of natural fiber and the fantastically soft feel of modern microforms:

Soft and smooth, with a texture similar to that of cotton or silk.

Cool to the touch.

Very absorbent and breathes well.

Resists shrinking more than cotton.

Less likely to fade or pill as a result of friction.

Having hygroscopy higher than cotton, and the luster of silk, Modal® remains soft and lustrous after several washes.

## 100% recycled

**Made from 60% Organic Cotton Waste + 40% Recycled Post Consumer Polyester (PET bottles) certified by Global Recycle Standard.**

This is how we did it –

**RENEWED** – We salvaged waste cuttings from Organic textile production – which were then

shredded back in to soft fabrics.

**REJUVENATE** – We then added fibers made from recycled pet bottles to create a blend of organic cotton & polyester.

**REMAKE** – We spun the blended fabrics into fine yarn from which we produced our latest 100% recycled range.

# Fabric

## **Hemp**

The fabric we use in our t-shirts is 55% Hemp | 45% Organic Cotton.

The fabric has an awesome feeling when you wear it. Hemp being resilient and fast grower requires little water (1/20th to be precise). Because of its long fibers it has 4 times the strength of cotton making it a more durable fabric; let's just say you're gonna to have this t-shirt for a long time. It also has antimicrobial properties and it filters out UV for those hot summer days.

Hemp is grown organically using all natural ingredients: compost, animal manure and available rainfall.

Hemp is an alternative natural fiber that's cultivated with low impact on the environment. It requires no irrigation, uses no pesticides or synthetic fertilizers, and is harvested and processed by hand. It's one of the most durable natural fibers on the planet, and results in a fabric with a wonderful drape, comparable to linen.

Cultivation of hemp improves soil health, and farmers can plant food crops in the same field immediately after a hemp harvest without a fallow period. In this way farmers can grow cash crops and food crops on the same land.



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# Certifications



UK



## Members :



UK

Clothing Facts	
Amount per T-Shirt   Sweatshirt	
% Daily Values	
Certified Organic Cotton	100%
Pesticides Used	0%
Genetically Modified Seed	0%
Phthalates	0%
Heavy Metals & Solvents	0%
<a href="http://www.douspeakgreen.in">www.douspeakgreen.in</a>	

# What makes our T-shirts Eco-friendly?

Oxo Bio Degradable bags used for packaging

Organic Cotton & Bamboo fabrics

Eco friendly Dyeing and Printing

Part of a collection that supports WWF-India's conservation programmes

Made at our GOTS (Global Organic Textile Standard) certified factory





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**Yogawear**

# The Brand by Fusion Clothing



- At 'Do U Speak Green', we have incorporated the sustainability module by promoting the 'concept' of Organic clothing.
- Our Endeavor is to make people conscious about how they can bring a qualitative change to the environment by even partially switching to Organic clothing.
- There is a big challenge in pursuing people to switch, but we are committed to bring the change!
- Our range includes : We produce clothing for Men, Women and Children from 100% Organic Cotton (GOTS & FAIR TRADE) , Bamboo cotton blends, Modal Blends, Hemp-Organic Cotton blends, and blends of Post Consumer Recycled Polyester (recycled PET bottles) and Organic Cotton waste.



Do U Speak Green? is proud to be featured in the latest international article [\*\*15 Ethical & Sustainable Fashion Companies You Should Know About\*\*](#) with the likes of renowned brands like Beaumont Organic | Braintree Clothing | The Ethical Silk Co | MIMCO | Nudie Jeans | Pants to Poverty to name a few....



  
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# Thank You

“I love to think of nature as an unlimited broadcasting station through which God speaks to us every hour , if we only tune in”

~ George Washington Carver