

Vadodara, Gujarat, India

The ledger

The story of 1,050 bags made from post-consumer denim in Vadodara.

The making is done. Now the bags are ready to be let into the loop.



A case study for World Circular Textiles Day 2026

kshiiteej.com/ledger

The making is done. Now the bags are ready to be let into the loop.

Kshiiteej is a movement building a hyperlocal upcycling ecosystem in Vadodara. It was started by Mehul, who turned an old wish into work after a career in marketing in Mumbai.

We are closing the loop on post-consumer denim, here in Vadodara. It started at a Friday market, where the denim was bought by the pile. Local dhobis washed it, and the work went to tailors across the city, who cut and stitched it into 1,050 bags for everyday use, with as little waste as we could manage.

Form followed function: each bag was shaped by what it needs to do, and each jean decided its size. In the spirit of wabi-sabi, details worth keeping stayed with the bag.

The next stage is reaching the people who will carry them. That stage needs support.

Current inventory details

1,050

made

50

placed with an NGO

1,000

in Vadodara, being sorted

60

of these, finished with unique IDs for Drop 01

Three asks

Ask 01: Take the current stock

For NGOs and businesses.

Ask 02: Fund the next stage

For foundations and grant-makers, and CSR through a CSR-1 registered NGO partner.

Ask 03: Make with us

For artists, designers and makers.

Contact

info@kshiiteej.com

kshiiteej.com/ledger

Inside

01	Why denim	04
02	How it began	05
03	How a bag is made	06
04	Out into the world	07
05	What we made	08
06	What we learned	09
07	What comes next	10
08	Where you come in	11
	Ready to be let into the loop	12

A discarded pair of jeans is not the end of a garment

01

Every pair of jeans carries the water, energy and labour that went into making it. When the jeans are discarded, that value is usually treated as spent.

In Vadodara, post-consumer denim finds its way to Shukarwari, the city's Friday market for old and antique things, where a local scrap dealer sells it by the pile. Each pair of jeans still holds denim, stitching and hardware worth keeping.

The question that made us think about circularity was a simple one: what if a discarded pair of jeans was not the end of a garment, but the material for the next useful thing? We set out to close the loop on post-consumer denim, here in one city, with the people and places already in it.

// How it began

An old wish, turned into work

02

// The founder

Mehul spent his working life in marketing in Mumbai. When he retired, he moved to Vadodara and turned an old wish into work: taking post-consumer denim and making it into bags. He funded it himself. This is how it went.

// The source

It started at Shukarwari, Vadodara's Friday market for old and antique things. Among the stalls was a local scrap dealer selling old clothes. We came to an arrangement: we would buy his post-consumer denim by the pile. That became how the denim reached us.

// The studio

Mehul set up the studio on his terrace and in the room attached to it. The denim was stored and sorted there. Ideas and designs were worked out there, and now and then a thought war broke out over ideologies and philosophies. When an argument needed backup, we raided Mehul's library. When it needed a pause, there was the garden and its many plants to look after. Over time, young volunteers joined to help run things.

// How a bag is made

The jean decides the bag

03

// The wash

Sorted denim went to local washing units, the dhobis, as we call them. They washed it carefully and sent it back to the studio, ready to be cut.

// The cut

Then came the foundational part. We took the denim to our tailors in batches, and they sorted it again, this time by size.

Smaller jeans became mini totes and totes. Some were cut in half, and the half with the pockets became a larger tote or a shopper. The largest became large shoppers and backpacks. When a jean came with a detail worth keeping, we kept it in the bag.

We did not draw a bag first and look for denim to fit it. We let the jean decide the bag. On average, one pair of jeans made approximately two bags.

For hardware, we went to the old city markets for chains, rings and straps.

// Three batches

The bags were stitched in three batches. The first was made by a renowned tailor from the old city, who runs his shop in Raopura. The second was made at the tailoring shop in the central jail, which Mehul approached in an attempt to create dignified livelihoods. The third was made by a group of women tailors in the city.

Together, they made 1,050 bags.

// Out into the world

From the studio back to the market

04

// The finish

Stitched bags came back to the studio. The first 60 were stamped with a unique ID, and we intend to stamp every one. An earlier batch of 50 went to an NGO. The rest were stored, ready to go out.

// The people behind it

Some of the volunteers took on giving the effort a face: a brand identity, a website, a way to be found. We ran a few shoots and put together a first catalogue of 60 bags, Drop 01.

The bags went back to Shukarwari, the market where it all started, to be photographed.



The ledger, today

Current inventory details

1,050

made

50

placed with an NGO

1,000

in Vadodara, being sorted

60

of these, finished with unique IDs for Drop 01 (shop.kshiiteej.com)

1 pair of jeans $\approx$ 2 bags

Approximately, on average

Making is one kind of work. Carrying is another.

06

- 01** Circular making can live in a city's everyday places. A Friday market, a dhobi, a tailor's shop: post-consumer denim can travel from one to the next and come out as something useful.
- 02** The material leads. When the jean decides the bag, no two bags are the same. That is the wabi-sabi in it, and it also means each bag needs its own story told.
- 03** An upcycled bag comes from a way of thinking that does not begin with buying more. Carrying one means questioning a few habits: what we buy, why, and what we already own. That is a shift in mindset, and it does not happen at a shop counter.
- 04** So making a bag and carrying it to people are two different kinds of work. The first is done. The second needs its own people, time and means: stories, content, videos and conversations that carry the idea further than the bag can. A bag can carry groceries. An idea needs carrying of its own.

Use it, remake it, reimagine it

07

Every bag is being sorted into three grades.

A

Use it

Sold or used as it is. For the bags in hand now, the process shapes the aesthetic.

B

Remake it

Reworked by artists and designers.

C

Reimagine it

Reworked into something new by artists and designers.

Future runway Denim as a canvas

Denim as a canvas invites artists and designers to play with the denim: grade B and C bags now, and future stock too, including designing from scratch.

Every bag will be used, remade or reimaged. Only the final offcuts go to recycling.

Three asks

If this work feels worth carrying forward, here is where you come in.

Ask 01: Take the current stock

For NGOs and businesses. The bags are in hand now, for your people, your events or your work. We are happy to bring samples.

Ask 02: Fund the next stage

For foundations and grant-makers, and CSR through a CSR-1 registered NGO partner. The next stage has two parts: carrying the bags to people, through stories, presence, pop-ups and outreach, and denim as a canvas.

Ask 03: Make with us

For artists, designers and makers. Rework grade B and C bags, or design from scratch with future stock.

Or carry one yourself: the shop is open. shop.kshiiteej.com

Contact

If any of this speaks to you, write to us or send a message. Tell us which ask you are answering, or simply say hello.

info@kshiiteej.com

Read online	kshiiteej.com/ledger
Our story	kshiiteej.com/our-story
Shop	shop.kshiiteej.com

// The shoot

Ready to be let into the loop

