

Ayursatwa was founded by Gauri born in 2016 out of her passion for natural plant dyes and a spiritual journey that led her to learn age-old techniques and sacred knowledge from masters and gurus across India.

Coming from a relatively privileged background, she could see the plight of women and the inequalities suffered on a day to day basis, this is when she chose to centre the production and manufacturing of all the products with women from predominantly rural, uneducated and underprivileged backgrounds so that they too can achieve a life of dignity and self-independence. Working with a creative and like-minded client like Michaela really helps us propel forward and provide sustainable employment to our employees. Despite being from Germany, Michaela really understands the situation and circumstances in India and always tries her best to help sell and facilitate the demand for products meticulously crafted by these hands and works with me to promote and portray the stories of these women to create awareness in Germany and beyond.

In the Indian culture, It is believed that we are all wards of our environment and it is our dharma and responsibility to preserve nature, healing plants and natural environments for generations to come. Though it could always be easier, quicker and cheaper to manufacture in a modern and generic way, we consciously made a decision to have all of our products are made using all-natural cotton, plant dyes and medicinal herbs that sustainably sourced from small, natural and organic farms. This, however, creates a problem of a longer lead time in addition to higher costs which makes less palatable to customers. Despite such obstacles, Michaela chooses to work with us. This helps us to deliver a product uncompromising in its principles and qualities and align our work closely with that prescribed by the UN in its Sustainable Development Goals.

Second, only to the oil industry, the textile industry is the largest polluter in the world. Ayursatwa strives to reimagine what textiles could be like make products that are beneficial for individuals, uplift communities and are not harmful to our environment. We are constantly thinking of ways to improve the ecosystem of textile production and natural dyeing methods and are committed to making dye baths that are toxin-free, and in not just the sourcing and supply chains, but rather the disposal too as each of our dye baths is drained off within plants and vegetation and acts as a natural fertilizer instead. For each individual piece we manufacture for Kalima, at least 5000 ml of polluted toxic dye bath water is prevented from being drained off into swamps and rivers which otherwise would have been.

We believe that investing time to handcraft things slowly and mindfully creates products that are infused with positive energy and a circuit of abundance that connects people

across boundaries, and there could not have been a better partner for us than Michaela from Kalima in this endeavour.