



ENERGISED BY HANDS

## **MORALFIBRE, clothing with a conscience - by Shailini Sheth Amin**

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In the 1990's, following early sweatshop scandals, Fair Trade and eco-pioneers were looking for clothing that is fair to all communities in today's global markets. They are looking for clothing that moves away from the exploitative environmental and social conditions it has created in the recent past and represents fairer ethics.

Clothing made of cotton produced without pesticides - '*organic cotton*' - is becoming popular amongst people who believe in clothing with ethics. Organic farming is more environmentally friendly but it is hard to do it alone and without markets. There is a drop in yield with organic farming in its first few years. It is advisable that the farmers convert to organic farming in 3-5 year period to minimise their financial risk. However, when more and more people choose clothes that are made of organic cotton and processed without chemicals, that are harmful to the environment and health, the organic cotton becomes more viable and sustainable. Many people believe that Khadi can become one of the most eco-friendly textiles as it supports the New Ethics of the 21st century.

MORALFIBRE is the new ethical Khadi. The raw material is renewable and the product is biodegradable. It uses organic cotton and removes harmful chemicals from the processing and dyeing of the cloth. The hand spun and hand woven cloth has a minimum impact on the environment, as it uses almost no electricity. Moreover, small-scale units near the cotton growing areas reduce the environmental cost of long distance transportation. It will give employment to thousands and it would sustain the health of people, wildlife and the environment.

MORALFIBRE can become the best cloth by far with new ethics - Clothing with a conscience. By increasing the market for MORAL FIBRE, locally and internationally, a variety of different organic cottons can be grown. Different types of yarns of superior quality can be spun, and different weaves by skilled artisans can be revived and re-introduced. This can give work to millions of artisans and spinners, many of whom are women trying to support their families. MORAL FIBRE becomes environmentally sustainable and a medium for self-sufficiency and new personal dignity. MORALFIBRE promotes human effort and skills and delivers a message of non-violence and socio-economic as well as environmental sustainability.

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**MORALFIBRE**

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