

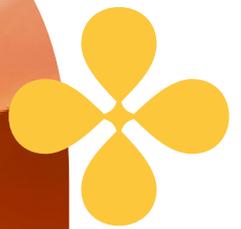


CLEAN
Create. Connect. Collaborate.



WATT MATTERS 2025

WEEKLY MEMBER SPOTLIGHTS





GREENWEAR

📍 UTTAR PRADESH

📅 EST. 2019

⚙️ TEXTILES

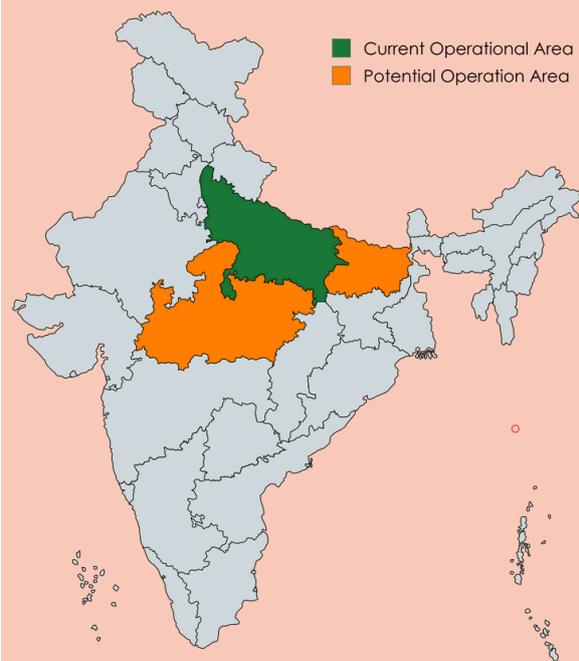
ABOUT



Founded by Abhishek Pathak in 2019, with the aim of integrating sustainability and social impact into the textile and fashion industry, Greenwear is a Lucknow-based enterprise championing solar-powered textiles. The enterprise emerged to solve two interlinked problems: the heavy carbon footprint of mainstream textile production and the lack of dignified, decentralized employment opportunities—especially for rural women.

Operating primarily in Uttar Pradesh, Greenwear collaborates with mainstream fashion brands to provide eco-friendly, handcrafted garments. It envisions a supply chain powered by clean energy and driven by women entrepreneurs working from their homes or neighborhood centers.

Current Markets	Potential Markets
Uttar Pradesh	Bihar, Madhya Pradesh



Map. Current and Potential Markets

TECHNOLOGY & PRODUCTS

Greenwear's innovation lies in using solar-powered charkhas (spinning wheels) and looms to produce textiles. The enterprise integrates clean energy with traditional crafts, creating an energy-efficient, community-based production model that minimizes environmental impact while maximizing livelihoods.

Product/Service Categories:

- Solar Charkha-based Yarn Production
- Solar Loom-based Fabric Weaving
- Tailored Garments – Women's wear
- Design and Contract Manufacturing for Fashion Brands



MARKETS

* Market Segments

Greenwear operates on B2B and B2C model.

- **B2B(90%):** Supplies textiles and garments to mainstream fashion brands committed to sustainable sourcing
- **B2C(10%):** Sells directly to customers through its own retail and online platforms

* Business and Payment Models

Greenwear earns revenue through bulk orders from brand partners, supported by a decentralized production model that keeps costs low and social impact high. It also receives support from social enterprises and CSR programs focused on women's economic empowerment and climate-smart solutions.

* Business Partners

- W for women
- Aurelia
- Folksong
- Livesmart
- Zyenika
- Rivaz
- Charkhadori

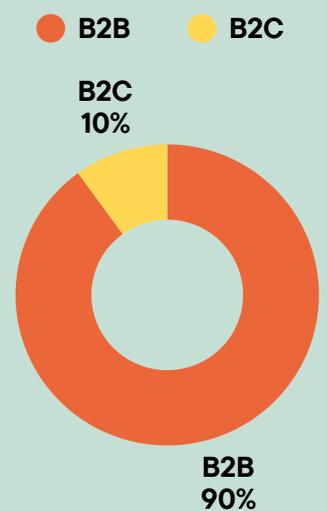


Chart. Business Segment Distribution

IMPACT

Jobs Created:

- 200 women work from production centers
- 450 women earn livelihoods from home-based production units
- This decentralized model offers flexible work and supports gender-inclusive development.

Increase in Income:

- 2x increase in income reported by women producers, many of whom were previously unemployed or underemployed

Energy Saved:

- 210 kW of solar energy integrated into production systems—substantially reducing the carbon footprint compared to conventional textile manufacturing

Efficiency / Time Savings:

- Solar-powered equipment reduces drudgery and manual effort, allowing women to produce more fabric in less time, with consistent quality



Way Forward

Greenwear plans to scale its impact by expanding operations to Bihar and Madhya Pradesh, while partnering with fashion brands that prioritize sustainability. The long-term vision is to decarbonize the fashion supply chain and make solar-powered apparel mainstream. By blending clean energy, artisan skill, and contemporary design, Greenwear is not just transforming textiles—it's weaving a new future for rural India. Founder Abhishek Pathak believes that when government, society, and markets grow together, transformative change becomes possible—and Greenwear aims to be that catalyst.



Alignment with SDG Goals



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