

# OSHADI COLLECTIVE CREATING A REGENERATIVE SUPPLY CHAIN AND A SUSTAINABLE FASHION SYSTEM IN INDIA

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The [Oshadi Collective](#), founded in 2016 in Tamil Nadu by the entrepreneur Nishanth Chopra is creating in India a circular and regenerative seed-to-sew-supply chain rooted in ancient Indian agricultural practices and artisan heritage.

Oshadi Collective is a cooperative made up of cotton farmers, traditional weavers, natural dyers, block printers and talented tailors. The Collective supports all members of the supply chain and focuses on preserving traditional techniques. Working together to create a regenerative supply chain, the Collective grows cotton and indigo on its own farm using restorative practices, putting nutrients back into the soil to support its regenerative fashion mission.

After studying business in London, Chopra returned to his hometown Erode in Tamil Nadu in 2014 and decided to start Oshadi in 2016 as a handloom brand. Just three years after Oshadi's launch, Chopra stopped creating any new collections, feeling disenchanted with the lie being sold in the name of organic cotton, his textile of choice. After securing a grant, he spent five years perfecting his process and rebuilding a conscious production system in fashion. In the following years, the Oshadi Collective has grown from five acres to 250 acres, while keeping radical transparency at the core of its business. The brand's seed-to-sow perspective spans the farming, processing, dyeing and manufacturing operation spanning the entire supply chain from farm to finished fashion product.

The supply chain of Oshadi Collective works from a local farm in Erode, Tamil Nadu with fibers which are further spun, naturally dyed, handwoven and sewn within a ten-kilometre radius. At the core of the brand philosophy is a symbiotic relationship to the Earth and at the centre of its supply chain sits the regenerative farm where the team grows its own cotton and indigo, subsequently nurturing nutrient-depleted soil, bringing back biodiversity and restoring its ability to capture carbon. At their farm they work to regenerate the native species of plants and animals, ground water by saving and using rain fed water for irrigation and restoring the natural cycle that existed long ago. Alongside the farm, they also worked to recreate all processes including ginning, spinning, dyeing and hand weaving.

[The Sustainability Report in the website presents the following impact numbers of the Oshadi Collective's work to date:](#)

- 13.8 Tonnes of cotton harvested
- 205,570 Meters of Fabric produced
- 17,472 Units of garments produced
- 250 Acres planted with their cotton
- 162 Tonnes of waste composted in a year





- 50% Less water used than conventional farming thanks to their drip system
- 3,304 Tonnes of carbon sequestered, the equivalent of removing around 977 round trip flights from Mumbai to New York
- 100% Renewable energy used by their spinners and mills (spinning and weaving are powered by solar and wind mills)
- 140 Partner farmers working in regenerative farming
- 160 employees and 350 cotton pickers making up their community.

The ancient Indian manner of farming is inherently regenerative. It is slow but includes holistic practices like crop rotation, minimal tilling and the use of organic fertilizers and pesticides. This protects the soil and the environment in the long term and the yield is of top quality too, although it is limited. In many countries genetically modified cotton seeds all 'flower' at the same time, making it cost-effective to harvest but causing a massive affront to the environment. In contrast, Oshadi's regenerative farmers harvest over three months. This means they sell some of the most expensive cotton in a country where this textile is aplenty, but their farmers get paid a premium, making it a truly conscious fashion brand.

Oshadi partners with brands and designers who are looking to adopt a thoughtful supply chain and incorporate sustainable practices into their own business. In particular, they share the seed-to-sew supply chain that Oshadi has built, offering a full range of services, from growing cotton, to creating textiles and complete garments. Every partnership is different and Oshadi adapts the services based on their needs, whether that means collaborating on a few steps or embarking on a journey from farm to finished garment together.

For Weaving, their talented team of artisan weavers transforms their fibres into contemporary fabrics. They make hand-woven textiles, as well as autoloom weaving for larger production runs. Oshadi is building its own self-sufficient supply chain, rooted in ancient wisdom and artisanship. Each fabric tells the story of those who helped to make it a reality. They go beyond certifications. Instead of simply offering a paper certification, they invite brands to see firsthand how their fibers are farmed and their clothes are made to offer a truly transparent model that inspires a respectful relationship to the lands and hands behind every product.

They responsibly source the raw materials and even grow their own cotton and indigo on their regenerative farm. Here, they use ancient agricultural practices that nurture the soil and restore biodiversity. Other materials they work with include organic cotton, recycled cotton, peace silk, hemp, linen, wool and merino, cashmere, alpaca, recycled polyester, bemberg, bamboo, and Tencel.

Originally founded by Nishanth Chopra in 2016 as a womenswear label, Oshadi is now involved in every element of the production process, from growing the cotton, to printing and dyeing, to weaving and spinning. Oshadi Collective is creating an incredibly bright future for fashion, through its initiatives:

- From its regenerative cotton farm,
- To its dyeing practices using natural pigments from indigenous plants and organic dyes,
- To its in-house spinning and weaving practices that honor the local artisans' heritage crafts with fair payment and safe working conditions, which are in stark contrast to the exploitation that frequently happens at this stage of the supply chain,
- To the cutting and sewing, which is done in the same village where the fabrics have been spun, dyed, and woven.



- And, as part of its circularity efforts, Oshadi also recycles textiles by creating patchworks from old garments, weaving new fabrics from strips of textile waste, and breaking down old materials to be respun into new fiber.

As highlighted by the Forbes presentation, [Nishanth Chopra](#) founded Oshadi as a means of reviving India's textile heritage: the ready-to-wear brand uses eco-friendly ancient Indian techniques and materials, but with a modern aesthetic. All his clothes are made with natural dyes and are hand-woven, which Chopra believes lands them a spot in the high-end global market.

With its extraordinary work, the Oshadi Collective is breaking boundaries and reimagining a future of fashion that can simultaneously enhance organic farming and biodiversity, local artisanal traditions, and the economy of local communities, creating a productive chain that meets the needs of the most demanding consumers.

### To know more

[Oshadi website](#)

[Oshadi Story](#)

[Oshadi Partnerships](#)

[Oshadi in Facebook](#)

[Oshadi Collective in Vogue.in](#)

[Oshadi in consciusfashion.co](#)

[Oshadi in consciuslifeandstyle.com](#)

[Sustainable cotton in vogue.in](#)

[Oshadi in cottondiaries.com website](#)

[Oshadi Collective in instagram.com](#)

[Oshadi in businessabc.net](#)

[Oshadi in homegrown.co.in](#)

[Nishanth Chopra in Forbes article](#)

[Nishanth Chopra in plantedjournal.com](#)

[Oshadi.in/Blogs December Indian cotton](#)

[Oshadi Collective in 10magazine.com](#)

[Oshadi Collective in icaryscomplexmagazine.com](#)

[Oshadi Collective in beulahlondon.com](#)

[Oshadi Collective Film thisisanibtervention.org](#)

[Oshadi Collective in christydawn.com](#)

[Oshadi in platform-mag.com](#)

