



CASE STUDY

BUNKO JUNKO

Embracing sustainability in rural textiles

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Bunko Junko

www.bunkojunko.com

Bunko Junko is a sustainable fashion and gifting brand that works on pre-consumed textile waste and recreates garments, home furnishing, and gifts out of it. The company is committed to empowering rural women through basic skill development such as stitching and tailoring ensuring that they can access meaningful employment.



PROBLEM - SOLUTION

The Indian Textile Journal **reports** that more than 1 million tonnes of textiles are thrown away each year. Manufacturers overproduce the supply of clothing, and retailers end up overstocked — as seasons change, the unsold supply ends up thrown away in landfills. There is an increased demand for sustainable gifting aligned with CSR and environmental goals and a need for sustainable corporate gifts. Bunko Junko seeks to address this by

repurposing discarded textiles, transforming them into designer products, and minimising waste. They practice eco-friendly upcycling and manufacturing methods, reducing environmental impact while creating sustainable, circular products to cater to the requirements of CSR-aligned and eco-friendly corporate gifts that do not have an adverse effect on the environment.

BUSINESS MODEL

Bunko Junko operates with a distinctive business model centered around upcycling textile waste into high-quality products. Their target audience comprises environmentally conscious individuals and businesses appreciative of sustainable fashion, home furnishings, and gifting products. The main revenue streams include the sale of upcycled products, collaborations, and social welfare initiatives.

Textile Recycling Market was valued at USD 6.9 billion in 2022 and is projected to reach USD 9.4 billion by 2027, growing at a CAGR of 6.4% from 2022 to 2027¹.



1 - <https://www.marketsandmarkets.com/Market-Reports/textile-recycling-market-17543449.html#:~:text=Textile%20Recycling%20Market%20Analysis,6.4%25%20from%202022%20to%202027>

CIRCULAR ECONOMY IN ACTION

Bunko Junko actively practices circular economy principles by repurposing discarded textiles, transforming them into exquisite products, and minimising waste.

Bunko Junko's significant impact lies in diverting textile waste from landfills. By upcycling fabric waste, they contribute to reducing environmental pollution. Additionally, the employment opportunities provided to local women empower them socially and economically, creating a ripple effect of positive change within communities.

In her career span of 30+ years, Bhavini has worked with 1100+ underprivileged women with the goal of establishing them as entrepreneurs.

WOMEN IN SUSTAINABILITY

Empowering women is integral to Bunko Junko's mission. Women are actively involved from sourcing textiles to distribution, fostering economic independence and self-sufficiency. This involvement not only strengthens their business but also enriches the lives of the women they support.

1100+ women impacted to date by providing employment opportunities through garment ornamentation and embroidery work.

MEASURING IMPACT

Bunko Junko measures the success of their circular initiatives through metrics such as the volume of textile waste diverted, the number of women employed and trained, and the reduction in carbon footprint. These indicators reflect their commitment to sustainability and women's empowerment.

Since 2017, the initiative has



36 tonnes
landfill saved



1.5 billion
tonnes Co2
reduced



26 million
gallons water
saved



1 lakh
metres scrap
to style



745 hours
community
engagement

GROWTH PLANS

Bunko Junko plans to expand their product range, reach a broader audience, and amplify their positive impact. They look to expand to the international market, open stores at airports, and collaborate with other gifting companies. They also welcome partnerships, investments, and support from organisations such as Target, Walmart, and Ikea and individuals who share their vision for a more sustainable and inclusive future.

AWARDS AND RECOGNITION

- Iconic Woman Creating a Better World for All- Issued by Award at the 25th Women Economic Forum -WEF in New Delhi, India · April 2019
- Woman Entrepreneur of the Year - Issued by Green Society of India
- Innovative Fashion Designer of the Year 2019 - Issued by GB Entrepreneur Awards 2019
- Miss Climate Crusader 2018/19
- The Top 50 finalist at Startup Conclave Consortium'18
- Green Business of the Year 2019
- Visa (NYSE: V) grant in partnership with IFundWomen in 2021
- Leader of the Year 2022 by Vijayalakshmidas Entrepreneurship Awards

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WOMEN IN LEADERSHIP

Bhavini Parikh, Founder

‘My journey into the world of textiles and fashion began with a passion for creativity and a desire to make a positive impact on the lives of others.’



Bhavini Parikh is a Textile Artist and Fashion Designer and also the founder of Bunko Junko & Dezineline Social Welfare Foundation. She began her journey in 1990 when she reached out to a garment export house to do hand embroidery work from home. It was here that she witnessed large amounts of textile waste and challenges faced by women seeking meaningful employment.

This led her to embark on a mission to transform the textile industry by upcycling waste fabrics into bespoke designs in home furnishings and décor and empowering tribal and rural women by reviving their craftsmanship and talent.

Bhavini and her daughter Captain Jill crafted the name Bunko Junko on an evening walk by combing their initials. In Japanese, the term 'bunko' means 'to create art', and 'Junko' means 'from junk'. This name embodied the brand's purpose, which is taking discarded materials and turning them into something beautiful and functional.

Her innovative approach has led to some notable awards and recognition as well as opportunities to showcase her clothing line at prestigious fashion shows.

Bhavini serves as a mentor to aspiring women entrepreneurs and holds board positions in various organizations. She is also a TEDx speaker where shares her insights on sustainable fashion, inspiring audiences around the world.

Bhavini Parikh's entrepreneurial journey and Bunko Junko's mission stand as inspiring examples of how sustainable fashion, women's empowerment, and the circular economy can drive positive change.

Her story showcases the transformative power of entrepreneurship in creating a sustainable and inclusive future.



ABOUT CIRCULEAD

CircuLead is designed to empower women entrepreneurs building innovative solutions in the Resource Efficiency and Circular Economy. The programme aims to support women leaders to strengthen their business models, deepen their leadership skills and learn from peers through a hybrid, immersive learning experience. The EU-Resource Efficiency Initiative (EU-REI) is implementing this capacity building programme with support from [Nüshu Network](#), powered by [Unlock Impact](#).

ABOUT EU-RESOURCE EFFICIENCY INITIATIVE

European Union's Resource Efficiency Initiative (EU-REI) (2017-2023) for India and aims to support India in the implementation of the United Nations global Sustainable Consumption and Production (SCP) agenda by way of adapting international standards and best practices in business on resource efficiency and circular economy and fostering the efficient and sustainable use of natural resources. The EU-REI aims to facilitate partnerships between Indian and European businesses and stakeholders on Resource Efficiency (RE) and Circular Economy economy in sectors of interest.

EU-REI acts as an important vehicle for the India-EU Resource Efficiency and Circular Economy Partnership.

It is implemented on behalf of the European Union by a consortium led by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH with The Energy and Resources Institute (TERI), Confederation of the Indian Industry (CII) and adelphi.

ABOUT UNLOCK IMPACT AND NÜSHU NETWORK

[Unlock Impact](#) is a gender-smart women-led firm dedicated to help purpose-driven enterprises succeed across South and Southeast Asia. Powered by Unlock Impact, the [Nüshu Network](#) offers community, coaching and capital for women entrepreneurs in Asia who are looking to build and grow sustainable enterprises. Since its inception, the network has delivered 2000+ hours of learning, 1000+ hours of mentoring at 50+ community events to over 500+ women entrepreneurs.

ABOUT adelphi

[adelphi](#) is Europe's leading independent think-and-do tank for climate, environment and development. We are some 350 strategists, thought leaders and practitioners working at the local and global levels to find solutions to the most urgent political, economic and social challenges of our time. As a policy consultancy, we support a just transition towards carbon neutrality and sustainable, liveable societies. Our work is grounded in transdisciplinary research, evidence-based consulting and stakeholder dialogues. With these tools we shape policy agendas, facilitate political communication, inform policy processes and support decision-makers.

