TUESDAY 17 NOVEMBER 2026

Preparing for Local Sustainable Fest Edition 3: members' first direct sales experience



Facilitators	2	Where	aikyam space, Fort Kochi
Club	Stitching Club	Run by	aikyam space and Shabana K H
Facilitated by	Shabana K H		

Input

Confidence and ownership

Activity

Today was a joyful, energetic day. Members worked fast to get ready for their first stall. They will sell directly to customers for the first time. Getting a stall at the upcoming Local Sustainable Fest Edition 3 excited and energized everyone through a busy workday.

The stitching unit has taken part in sales events before, but members have never run a stall themselves. The team is making an initial batch of about 50 bags, 10 Kantha frames and 10 Constitution frames. They are working step by step.

Our product showcase shows our diverse craft skills and zero-waste values. We bring our Kantha bags and Constitution bags. We also bring zero-waste sling bags repurposed from earlier miscut fabric pieces. We add our new Kantha frames and Constitution frames.

Everyone stitched, assembled and finished each piece to a high standard. The first sales chance kept the work focused.

Confidence and ownership

Output

Confidence and ownership

Outcome

Confidence and ownership

Mobilized the entire unit around our upcoming stall at Local Sustainable Fest Edition 3, empowering members for their first direct sales experience while accelerating product finishing. How we know: Observed through high team morale, steady progress toward our 50-bag, 10 Kantha frame, and 10 Constitution frame inventory targets, and organized step-by-step preparation across all product categories.

(Participants told us)

Learnings

What worked

Members got their first chance to sell directly to customers at Local Sustainable Fest Edition 3. This sparked excitement. It boosted stitching speed, focus and collective ownership.

What was difficult

The team made four product lines together: tote bags, sling bags, Kantha frames and Constitution frames. Keeping track of all four was hard on a busy day.

Changes for next time

Before the festival, the team will check quality, set prices and make a packaging checklist. They will tag all 50 bags, 10 Kantha frames and 10 Constitution frames and get them ready for display.

Confidence and ownership

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