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--Record the brand name, materials used and where it was produced.

Response : Brand Name-Fig

Materials used-90% cotton,10% viscose

It didn't mention where it was produced.



--Research the impact this item may have had on the people who produced it and the environment. Share your research. (maximum 100 words)

Response : Cotton production is a water-intensive business. The global average water footprint of cotton fabric is 10,000 litres per kilogram. That means that one cotton shirt of 250 grams costs about 2500 litres. It is also considered as world's dirtiest agricultural commodity by Environmental Justice Foundation and the Pesticide Action network as it uses more than 16% of insecticides which has harmful effects on land. And let's not forget the labor used for the production, transportation of the same.

Viscose is often touted as a sustainable alternative to cotton or polyester and is popular in the fashion industry as a cheaper and more durable alternative to silk. As a plant-based fibre, viscose is not inherently toxic or polluting. However, because of the growing fast fashion industry, much of the viscose on the market today is manufactured cheaply using energy, water and chemically-intensive processes that have devastating impacts on workers, local communities and the environment.

--Was anyone surprised to hear **why** you were wearing your shirt inside out? What were their reactions? What information did you share with them?

Response : Yes,many of my neighbours stopped me saying that i forgot to wear my shirt properly. I,then told them about PGC and what this stands for. They were surprised but the biggest misconception that they hold is that its impossible for them to afford the sustainable choices. So,i briefed them that purchasing sustainable is not just the only way to stop contributing to fast fashion industry. But they can also take good care of the clothes that they have now and shop less and use it in long term . That little can also make an impact.

Screenshot of my social media post :

