



RICE IN A NEW CSR COLLABORATION HELPING UNDERPRIVILEGED CHILDREN IN INDIA GET A COLLEGE DEGREE

With the latest AW19 collection, RICE is launching new products with the focus on helping underprivileged children in India.

No-one can help everyone, but everyone can help someone...

Social responsibility is a big part of RICE's DNA and the company is proud to support people in developing countries. RICE has previously joined forces with international organizations like the Red Cross, the Danish Refugee Council and UNICEF in the fight to help better lives for children around the world. With the AW19 collection, RICE is supporting the local and special Indian project called Lakshya.

Lakshya is a small non-government foundation started in 2004 by, among others, former street child, Umesh Kumar. Together with a small group of other former street children, he started a project of making bags from recycled fabric and newspaper.

In Hindi "lakshya" means "aim" and initially, the aim was to help street children in New Delhi. The income they made from the bags were able to house and provide food for 15 street children at a time... the foundation furthermore made sure that these children went to school preparing them for getting a job and to survive and thrive on their own.



The Lakshya bag: Shop – and feel great about it...

Today, Lakshya has grown into a larger foundation whose aim is to help less fortunate children in India get a higher education and a better way of life. For the production of the bags, Lakshya furthermore employs marginalized village women helping them to a better way of life.

RICE's aim is to support the Lakshya foundation. We are proud to have the Lakshya bags as part of our AW19 collection. All bags are handmade in the small sewing unit of the company making every bag unique and special. The colorful Lakshya bags are made from 100% recycled fabric and newspaper, they are coated to withstand water and pressure and are great as a reusable grocery bag.

For every Lakshya bag sold, RICE donates 1.5 EUR to the Lakshya Foundation. These 1.5 EUR go directly to helping Indian children get a higher education.

As with all of RICE's CSR projects, the message with the Lakshya project is that no one can help everyone, but everyone can help someone... We do business with a heart!

Make a difference!

For more information, go to www.ricebyrice.com

For further comments or questions please contact press@ricebyrice.com

