

Exclusive | Alia Bhatt Reveals Her Childhood Memories

13 MIN · YOUTUBE · [HTTPS://WWW.YOUTUBE.COM/WATCH?V=PNC0PP4E-I0](https://www.youtube.com/watch?v=Pnc0PP4e-I0)

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SUMMARY

Alia Bhatt discusses her motivation for launching a sustainable kids' clothing brand, Edamama, emphasizing the importance of instilling eco-consciousness in children from a young age. She believes that nurturing a love for nature will lead to a generation that cares for the environment, and she incorporates sustainable practices into her brand and personal life.

- *Alia aims to create "mini Planeteers" through her brand, fostering a love for nature in children.*
- *The pandemic highlighted the need for kindness and coexistence with nature.*
- *Edamama products are made from natural fabrics, plastic-free packaging, and include eco-friendly items like seed balls.*
- *Alia's childhood experiences and parental teachings shaped her environmental sensitivity.*
- *She promotes sustainable practices, such as using a reusable water bottle and biodegradable products.*
- *Alia encourages wardrobe sharing and recycling clothes to reduce waste.*
- *She believes true success is found in contentment and simplicity, rather than materialism.*
- *Edamama's festive collection includes sustainable clothing options like green denim and cotton garments.*

Speaker 1: Hide and seek, land and water, chore police. These are only three games that I used to play. Hopkot hopped.

Speaker 2: Hey, Alia, thank you so much for joining us today. And a fabulous, fabulous initiative. I'm so excited to chat with you today.

Speaker 1: Thank you for having me.

Speaker 2: I'm sure you get asked this question a lot, but why did Alia Bhatt decide to start a kids boy brand?

Speaker 1: I believe that when it comes to conservation, it's best to start young and create a generation of mini Planeteers because then you don't need to change behavior in the future because you've already created it. You know, catch them young, nurturing children, a love of nature. And children will take care of what they love because that's just how they feel. You know, even today, you see there are mainly just young children at the front and center of the eco movement.

Speaker 1: You know, Greta Sanbang being such a prime example for all of us. She's such an important voice,

such an influential voice, and she's truly moved, you know, people, authorities, just people to start thinking about climate change and the world that we're living in and our actions, how they're affecting one another and how it's all having a ripple effect. And I think definitely, at least in the last two years, one thing that the pandemic has taught us is to be kind.

Speaker 1: You know, if there is a way that we can coexist with nature and care for nature in everything we do, it would go a really, really long way. So that's what I've tried to do. I've tried to do this with a universe of products for children. And every detail does its bit for mother Earth. You know, be it garments made from natural fabrics, safe ties, packaging that's plastic free seed balls that help you grow a garden.

Speaker 1: Also just the slogans that we have on our teeth. You know, we're also trying to, you know, instill thoughts and personalities and just, you know, raising a more kinder generation so that one is just more aware of the world that we're living in and of the people that we need and must coexist with and the animals that we coexist with. You know, I have always been so connected as a child to nature and, you know, to animals because of the thoughts that my, my mom and my dad would say to me.

Speaker 1: So you put that on T shirt and it's a win, win.

Speaker 2: And I definitely agree with you on that, that, you know, you are a product of your childhood. Right? And you said it so beautifully as well, that, you know, that constant, you know, those, those background voices, you never know when they come to the foreground. Right, Because I'm sure your parents were seeing it and it sparing your subconscious mind. And there you are, you know, you're creating such a, such a lovely brand. When you were creating Edamama, what was some of those childhood memories that actually came to the foreground that you've incorporated in your brand design?

Speaker 2: You know, the creatives, the visualization.

Speaker 1: My love for nature started with my love for animals. And that started with my influence from my sister. You know, at a very young age, as I was growing up, I started becoming again more conscious about the, about our practices, about the way we are, about plastic, about how much paper we use waste on a daily basis. Even now when I'm shooting, you know, for first new scene or something and AD enters my van with new sides printed for the day on, you know, something.

Speaker 1: I said, I don't need the site. I literally fire them. I mean, usually I don't fire people, but I fire them. I said, if you're giving me sides, you need to give me, you know, show me the route in which it's being recycled. We will recycle them and reassure you. I said, you need to prove it to me so I make sure otherwise they don't send. I said, the one good thing the digital world has done is that you can just send it to me digitally.

Speaker 1: I don't need it on paper. You're not wasting paper, small things like this. But it all started very young as a kid, you know, it started when I could see these things. My mom used to scream, think, why this paper over

here? Why you use the other side? Don't use this. So it's just a conversation, you know, even wasting water, turning off, switching off your lights. Like my mom. I remember if I leave my lights on and I leave the house, she would call me back, she's like, come back.

Speaker 1: I said, mom, I'm getting late, my friends are waiting for me. She said, no, come back and switch the lights off. I said, but why can't you switch it off? Because you have to start, you know, you have to start doing it and start being aware of it. So I think it all started with these little, little, little ways that contributed to a whole and that landed up in my idea of creating a sustainable clothing brand.

Speaker 1: I would say that sensitivity to our environment started with all these learnings as a kid.

Speaker 2: Yeah, that's, that's incredible. I want to practice this with my almost teenager because like your mom said, you need to start because she'll ask me the same sort of question. And that actually brings me to my next question, which is you are this, you know, massive, massive teacher scene and kids icon.

Speaker 1: Right?

Speaker 2: How are you going to tell them when there is this constant overlooming fear that I need to be different, I need to, you know, I need to stand out and I need to own more to stand out when they really look up to you to say, dude, it's okay, you know, you don't need only stand out by, by consuming more but and not so outward facing. Like you said, it's not all about me but all about the ecosystem that I live in.

Speaker 2: How are you, you know, what would you say to them that and how do you practice in your day to day life that you know, you don't only stand out with, with all that you consume but with the choices that you make.

Speaker 1: Yeah, I think definitely this whole need to you know, have for example a different look every day and have not repeat any clothes and constantly stock up. Of course, if you want, you want new clothes, you want new clothes. But what's happening with your own clothes? Which is why I started the initiate my initiative of wardrobe, of wardrobe sharing. Called me Wardrobe is too wardrobe. Where I started selling my wardrobe online for people to buy. That was not because I want people to oh, look at my clothes and start wearing them.

Speaker 1: It's not because of that. I'm trying to push out the idea that hey, these are my clothes, but I care about where they're going and instead of just throwing it away, they don't fit me anymore. I don't want to wear them anymore. I want them too many times or some of them I don't like in terms of style. But I, I bought anyway or somebody must have given me something or whatever the reason, maybe you pass it on.

Speaker 1: So sometimes you pass it on to your friends, your family, whatever between you can't do that. You donate it. I decided to sell it, you know, to people so they can have it. So that is, that is one thing I'm constantly talking about. Like even in terms of, you know, single use plastic. Like I carry my water bottle around

everywhere. So even when I'm like going for dubbing or for a meeting, etc. You'll always see me with my water bottle.

Speaker 1: And sometimes that makes for a great picture. But actually it's just really putting out a message that listen, I carry my water where I go, so I'm not just asking for another water bottle and you know, consuming Single use plastic. Once you start becoming little conscious about this and you start seeing it everywhere, you start seeing how there's wastage, you start seeing how there's a lack of empathy for the environment and things around us.

Speaker 2: Right. But they assume that materialism is a sign of success. Right. So what would you say to them is not at all.

Speaker 1: I totally disagree. Materialism is not a sign of success. And if you speak to anybody, eventually the most successful people live the most basic life devoid of excess and excessive overloading. Peace of mind and contentment with yourself and your surrounding is in my opinion, a definition, the true definition of success.

Speaker 2: Tell me day to day things that Alia does in her life which are sustainable and conscious choices.

Speaker 1: Of course I mentioned the water bottle thing. The fact that I have, I don't have a shower, I have a bucket bath, so I don't waste water. Like I use a bamboo toothbrush, I use bamboo toothbrush. I use biodegradable, sanitary. I think that's not one thing that women on a monthly basis have to be extremely conscious. Like we are contributing. We really have it in our hands to contribute to a more sustainable world if we're just a little bit more conscious of what we're using when it's, you know, when it's that time of the month.

Speaker 1: So biodegradable sanity napkins. Yeah, these are to name a few.

Speaker 2: How do you ensure the people around you are adopting that change? Because that's where, you know, we had the conversation earlier where everyone said that, you know, I feel I'm making a very small change or made a change. So how do you get people around

Speaker 1: you to start being conversation Also being judgmental, like, honestly, like I will give, give you the looks if I see you walking around with some, you know, recently there was a. I was, it happened with me. I was a part of a table read and there were all these bottles over there. And I'm like, guys, this is not good. It's going to look so bad. And exactly. That's exactly what happened. Everybody was like, listen, what the hell?

Speaker 1: And I was like, I mean, I said the exact same thing and I should have listened to my gut. But we had shot all that footage and we couldn't, like we needed to put it out. So I was like, okay, now we have to do deal with it. But I was highly embarrassed by it. So all the people that I was shooting judgmental looks to were shooting judgmental looks back to me. Like, look at this. But yeah, I think the fact that you just have to Be a little bit more aware and stuff like conversation, you know, like even in, in carrying, like when people carry dabbas

and all of that to set in plastic dabbas, I get so upset.

Speaker 1: Like just, there's beautiful steel dabbas that you can get from home and get them washed. You get your khana on it and you eat on set and you go, go back. You don't have to keep getting so even. Like say I walk into a store to buy a bag. Now earlier it's not be this way, but now when I walk in I say, okay, what is your, what is your fall ever bad? And it's like if they don't have anything, then I walk out of the store and I see their faces drop.

Speaker 1: But if I start asking for it or you know, if, and if I don't buy something that has used animal skin or something, then they will make sure that they report back to their bosses and say, listen, nobody is buying anything. So it has to start like that. And then the rest of it will be eradicated and we'll all be much happier in a much happier place. At least I will be in a much happier place.

Speaker 2: So happy. I'm so happy to hear that. Okay, very quick hack for everybody who wants to make repeat cool. Repeats look cool, right?

Speaker 1: I think we just pair them with different repeat. If I pair this with this today, maybe next time I'll pay this with another this and this with another this. That way it's not a repeat anymore. And literally like if you have a white T shirt, if you see I have this one white T shirt that I wear all the time, but it seems like it's a different look because I'm wearing it with something else.

Speaker 2: Right? Okay, we're gonna play this quick game where I'm gonna ask you eight questions you need to answer in just a word. Okay, let's start. Five childhood favorite games.

Speaker 1: Hide and seek, Land and water. Chore Police. These only three games that I used to play. Ch Police. I mean hopscotch or hopscotch. Hopscotch. Hopscotch. Hopscotch and.

Speaker 2: Seven stones.

Speaker 1: Seven stones. Yeah, we used to call it something else.

Speaker 2: Yeah, Hindi, the subject I hated most in school.

Speaker 1: Anything science related, I just could not get it. So chemistry, physics, the subject I loved.

Speaker 2: I loved Literature, Reuse, repeat, recycle.

Speaker 1: Because it's super easy to do and it's better for the environment.

Speaker 2: One thing, I don't leave my house

Speaker 1: without my water bottle.

Speaker 2: Clothes that appeal the most to me in my day to day life are

Speaker 1: super casual, chill, comfy.

Speaker 2: What stuff are acting or building your own brand?

Speaker 1: Definitely building your own brand. I am a storyteller and I really don't know much about the business world, but I am learning on a day to day basis. You know, from design to sourcing to production, it's all been super overwhelming, but also such a wonderful learning. And anyway, when I also believe that when things get rough, at least I know when it's like too much for me to take in, at least I know that I have my team of ninjas who are working with me on this dream project and totally supporting every query, every step that we take.

Speaker 1: We're all doing this together. We're a bootstrap company, but we're all having a great time doing it.

Speaker 2: Super. And last one, what's new Edamama this festive season?

Speaker 1: Our festive collection is, yes, now available. And of course it. It is the season of layering. So all our sweaters and jackets and socks and stockings are made from cotton. We've also introduced green denim which are kind of to the environment.

Speaker 2: Okay, super. That's incredible. Thank you so much for chatting with us today for this roundtable. It was incredible and look forward to connecting with you soon.

Speaker 1: Thank you so much.