



Aarong said part of the income from bag sales will be spent on environmental and social development projects. These include distributing tree saplings among ultra-poor women under BRAC programs, supporting groundwater restoration in the Barind region, and expanding small urban forests under its "Mission Green" initiative using the Japanese Miyawaki method.

Managing Director Tamara Hasan Abed said the initiative aims to encourage customers to return to the habit of carrying reusable bags and reduce packaging waste.