

JCI Makati powered the Payatas rag makers

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In partnership with the Jesuits and LD Community, JCI Makati supports the Payatas rag makers. A rag made from recycled scraps of cloth to augment their family income. JCI Makati helps the community market it worldwide. We also designed the branding from logo to labels. One of our vision is to make it a novelty item. Rags2Riches will be featured in ShopTalk ANC channel on August 28, 2007.