

Amitabh Bachchan Launches VKC's "Zero Footmarks" Initiative for Responsible Footwear Waste Management

In a significant step towards promoting sustainability and responsible consumption, India's VKC has launched Zero Footmarks, a pioneering initiative aimed at creating a structured ecosystem for the collection and responsible disposal of post-consumer footwear across India.

The initiative was formally launched by the legendary actor and brand ambassador of India's VKC, Mr. Amitabh Bachchan, marking the beginning of what is being described as India's first Pan-India online footwear collection programme for end-of-life footwear.



The initiative is centred around the dedicated digital platform www.zerofootmarks.com, enabling consumers across the country to responsibly dispose of their used footwear through a simple and convenient online process. The programme is also being supported through selected retail outlets in various cities, making responsible disposal more accessible to the public.

Zero Footmarks seeks to address one of the emerging environmental concerns associated with the footwear industry, the disposal of post-consumer footwear, much of which is non-biodegradable and eventually ends up in landfills. By encouraging consumers to return their used footwear for responsible processing, the initiative aims to reduce environmental impact while fostering greater awareness about sustainable consumption and waste management.

The concept was envisioned by Mr. VKC Razak, Managing Director, VKC, India, as part of the company's broader commitment to environmental responsibility and conscious consumerism. The project originated following discussions on footwear waste management with the Suchitwa Mission, Government of Kerala, and was initially introduced as a pilot initiative in Thiruvananthapuram in August 2025 by Mr. VKC Mammed Koya, Chairman, VKC, India.

Describing the initiative, Mr. Amitabh Bachchan highlighted the importance of responsible living and environmental consciousness, emphasising that sustainable habits must become an integral part of everyday life.

The initiative seeks to encourage individuals, particularly younger generations, to become more aware of the environmental implications of consumer choices and adopt responsible waste disposal practices.

More than a footwear collection programme, Zero Footmarks represents a sustainability movement that integrates environmental stewardship with customer participation. Consumers can participate in the initiative by purchasing new footwear through www.zerofootmarks.com and handing over their used footwear to the delivery personnel at the time of delivery for responsible disposal.

By creating an organised mechanism for collecting discarded footwear, the initiative promotes the principles of circularity, resource conservation and responsible waste management while encouraging citizens to actively contribute towards a cleaner and greener future.

The programme also builds upon India's VKC's earlier social initiatives, including the nationwide ShopLocal campaign launched in 2021 to support neighbourhood footwear retailers. With Zero Footmarks, the company extends its commitment towards creating social and environmental value beyond its core business operations.

Through this simple yet impactful process, the initiative aims to build a culture of conscious consumption while contributing towards a more sustainable future for the footwear industry.

DISPOSE YOUR OLD SHOES SCIENTIFICALLY.

Join the movement.
**Green India!
Beautiful India!**



**Dispose Old.
Buy New.**

www.zerofootmarks.com

INDIA'S VKC
**ZERO
FOOTMARKS**

Save the earth.

Did you know?
2,20,00,00,000 pairs of footwear are thrown away in India every year.

India-UK FTA

Unlocking New Opportunities for India's Leather and Footwear Sector

The India-UK Free Trade Agreement (FTA), scheduled to come into effect on 15 July 2026 along with the Double Contribution Convention (DCC), marks a significant milestone in strengthening bilateral economic relations and creating new growth opportunities across key sectors.

For India's leather and footwear industry, the agreement is expected to enhance export competitiveness in the UK market through the elimination of tariffs of up to 16% on leather and footwear products. The move is anticipated to improve market access, strengthen value chains and create opportunities for manufacturers, exporters, MSMEs and allied enterprises.

Beyond tariff advantages, the agreement is expected to support greater trade and investment flows, encourage innovation and facilitate stronger business partnerships between the two countries. With the UK extending tariff concessions on 99% of tariff lines, Indian industries are expected to benefit through improved ease of market entry and expanded global reach.

The agreement has been recognised as one of the UK's most economically significant post-Brexit trade arrangements and is projected to generate long-term gains for both economies. As implementation mechanisms are being finalised, focused outreach initiatives are underway to help businesses leverage the agreement from day one.

For India's leather and footwear ecosystem, the FTA presents an important opportunity to strengthen global positioning, accelerate exports and reinforce India's journey towards becoming a competitive manufacturing and sourcing destination.



INDIA-UK FREE TRADE AGREEMENT

STRONGER PARTNERSHIP. GREATER OPPORTUNITIES. SHARED GROWTH.

Coming into effect on 15 July 2026 along with the Double Contribution Convention (DCC), the India-UK FTA marks a new era of economic cooperation—unlocking opportunities, strengthening value chains and empowering businesses for a more prosperous future.



A BIG BOOST FOR LEATHER & FOOTWEAR

Tariff elimination of up to **16%** on leather and footwear products in the UK market—enhancing competitiveness and driving exports.

WIDER BENEFITS. STRONGER FUTURE.



WIDER MARKET ACCESS

UK offers tariff concessions on 99% of tariff lines.



MORE TRADE & INVESTMENT

Boosting trade flows, encouraging investment and innovation.



FOR EVERY STAKEHOLDER

Empowering manufacturers, exporters, MSMEs and allied enterprises.



LONG-TERM GAINS

One of the UK's most significant post-Brexit trade deals, with lasting impact for both economies.



READY. CONNECTED. FUTURE-FOCUSED.

With implementation mechanisms in place and outreach initiatives underway, businesses are ready to leverage the FTA from day one and scale new heights.



STRENGTHENING GLOBAL POSITIONING.
ACCELERATING EXPORTS.
BUILDING A COMPETITIVE INDIA.

