

# Knowing Goonj

**The first to-** Highlight clothing as a basic but unaddressed need which deserves a place on the development agenda.

- **The first to-** Reposition discard of urban households as a development resource for villages.
- **Evolve the genesis of a parallel economy-** which is not 'Cash' based but 'Trash' based.
- **Evolve two powerful new currencies** for development work, i.e., Material and Labor.
- **GOONJ has the rare distinction of an equally vast reach among the masses in the villages as well as the cities across India.**

## IMPACT & INNOVATION

- **Annually deal with over 3000 tons** of material.
- **Annually initiates over 2500 development activities** under its flagship initiative '**Cloth for work**' (CFW): from repairing roads, recharging water ponds, building bamboo bridges to digging wells.
- Rural communities receive clothes & other material as reward for their labor.
- Some macro outcomes of this multi sectoral work; Long term impact on curbing migration, improved sanitation & health and enhancing economic activities etc.
- **A systematic approach to large scale disaster relief & rehabilitation work** with many innovative ideas.
- Income generation initiatives like Sujni, school bags making, Vapsi to bring back disaster hit local economy to normalcy.
- **Turned massive disaster wastage into resource** for development work. Right from Gujarat earthquake to Tsunami, Bihar floods (2008), Andhra floods, Uttarakhand floods, J&K floods, etc.
- **Over 4.0 million sanitary pads produced** out of waste cloth & reached to villages/slums as a viable solution & powerful tool to open up taboo subject of menses.
- **Using urban discard for rural income generation; Over 250 tons of throw away waste cloth** converted into traditional mattress/quilt (Sujni) and aasans.
- **Urban school material acts as incentive to get rural children to school.** Enhance their learning experience, freeing up the meager resources of the parents for other pressing needs.

## SYSTEMIC CHANGES

- **GOONJ has built a culture of regular giving** throughout the year.
- Goonj's work on menstrual hygiene awareness is **opening up aspects of life usually thought too private or dangerous to talk about or make public.**
- **Freeing up of meager resources;** affords value addition and economic development to the last person. A person's limited resources freed up to fulfill more critical needs of food or health etc.
- **Constructively reviving and strengthening rural volunteerism,** to solve its own problems, digging deep into the age old wisdom and knowledge base of the villages.
- **Inculcating respectful giving** attitude in urban communities.

## COST EFFECTIVE

- Hard core on ground work across 22 states.

- Idea level advocacy.
- Communication, collection, all logistics, rigorous processing, need based dispatches to remote parts of the country.
- Value add to absolute waste un-wearable/unusable material, turning it into 'Green by Goonj' products.
- Preventing material from becoming an environmental disaster in landfills.
- Capacity building of hundreds of organizations and millions of people.
- Building up a movement with large scale civic participation in urban and rural India.

## CHALLENGES

- Growing transport costs & rentals for storage space, people and admin.
- Better and bigger infrastructure
- Using technology across Goonj's urban and rural operations to make our work more efficient and effective.
- Lack of research on impact, knowledge, new ideas, innovative approaches in our work.
- Gaps in the supply of specific material like cotton cloth, saris, children clothing, school material, winter clothing & blankets etc.
- Sustained financial resources for work on ignored aspects.

## OUR ETHOS, BELIEFS, VALUES

- To grow as an idea, not just as an organization across different regions, economies and countries.
- To use material as a tool to bring ignored issues to light, to talk about basic needs.
- To bring communities together, to make them aware of their own power, to increase people's participation, to change mindsets.
- To improve upon the present rural infrastructure.
- To value potential instead of fixing targets.
- To turn the age old charitable act of giving old material into a development resource. We don't promote charity.
- To focus on the receiver's dignity instead of the donor's pride.
- We strongly believe that when people say we want to donate our used clothes- that it's actually discarding of something that has been used to the maximum.
- A strong belief in the wisdom of people we are working for; to find solutions to their own problems.
- As far as possible not to spend money on our own infrastructure, furniture etc. instead use old material- right from table, chairs and computers to office stationary.
- To make positive word of mouth spread as our biggest strength.
- Instead of trying to do everything on our own we use the strength of collaboration with various stake holders.

## OUR FOCUS

**In the race of development we all are too focused on machines** i.e. the big, known issues, ignoring the needles- the most important basic needs.

**At GOONJ our focus is these needles.**- With a large scale civic participation it is not only becoming a big people's movement for development but is also creating a parallel economy where every work doesn't have to wait for money; huge quantities of old re-usable material becomes a valuable

resource. Over the last decade a parallel economy which is not CASH based but TRASH based, is emerging.

GOONJ has reached **parts of 22 states in partnership with over 250 grass-root organizations**, Ashoka Fellows, social activists & social movements. Apart from thousands of volunteers all across, GOONJ has a **formal team of 200+ people with 12 offices across India**.

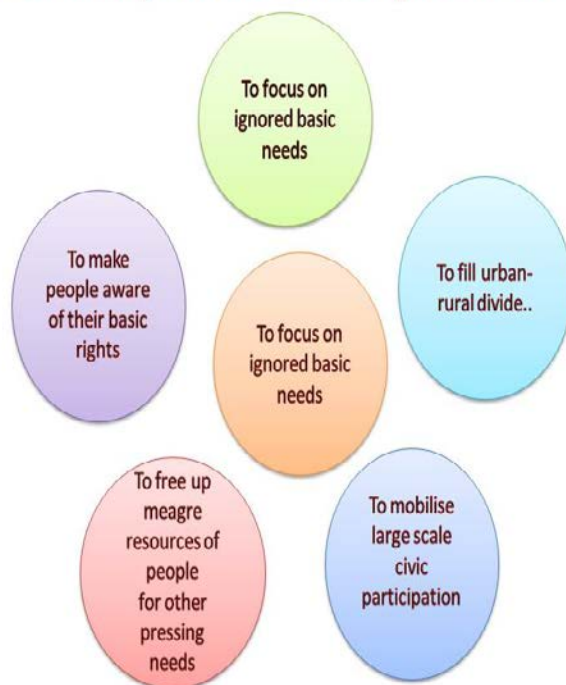
#### Your action points

1. Start a Goonj Ki Gullak, to know more see this link [http://goonj.org/page\\_id=22576/](http://goonj.org/page_id=22576/)
2. Organise a Goonj Collection Camp in your residential area, school, college, corporate.
3. Spread awareness about the idea in your own network of friends, family and work place.
4. Lead a payroll giving initiative for GOONJ in your organization.
5. Connect us to pro bono/subsidized space & transportation for Goonj in different cities/states.
6. Become our technology partner to make our work more effective and efficient.
7. Be our knowledge management partner.
8. Join Goonj's Team 5000.
9. Study/research on Goonj's work and impact and innovative ideas.
10. Starting a Friends of Goonj chapter in your city.
11. Contributing you export surplus, surplus inventory to Goonj.

Please Note: Due to customs and other regulations Goonj does not accept material contributions from abroad.

GOONJ is a tool to experiment, to innovate some unconventional ideas that gets space in the development process and get each one to think out of the box.. and take some action!!

### Establishing old material as a powerful tool..



*Creating a parallel economy with old material as a valuable resource*

## RECOGNITIONS

- Feb 2018 : AIMA (All India Management Association) Award to Mr. Anshu Gupta
- July'17: Curry- Stone Design Prize recognized Anshu Gupta, Founder Goonj as the Social Design Circle honoree.
- July'15:CNBC TV18 Young Turks Change Agent award to Anshu Gupta for being a change agent for his contribution to India's startup ecosystem.
- July'15:Ramon Magsaysay Award to Anshu Gupta for transforming giving as a development approach.
- Nov'14:Deutsche Bank Urban Age Award for initiatives that improve the quality of life and quality of urban environment
- Feb'14: Listed by Fast Company among World's Top 10 Most Innovative Companies in India
- Nov'12: 'Social Entrepreneur of the year award' by Schwab Foundation (sister concern of World Economic Forum) to Anshu Gupta.
- July'12: Recognized as 'Game Changing Innovation' by NASA & US State Dept.
- June'12 GDN-Japanese Award for Most Innovative Development Project
- Feb'12: Edelgive Social honor for Not Just a Piece of Cloth (NJPC) initiative
- Nov'10: Anshu Gupta listed in Forbes as one of India's most powerful rural entrepreneurs.
- Nov'09: 'Lien i3 Challenge Award' for the initiative Cloth for Work (CFW)
- June'09: Changemaker's Innovation Award for the initiative 'Not just a piece of cloth'
- March'09: CNN IBN's 'Real Heros' award to Anshu Gupta
- March'08: 'India NGO of the year' award by Resource Alliance.
- May'07: GOONJ's NJPC initiative won World Bank's Global Development Market Place Award.
- 2006: Changemaker's Innovation Award, for Not just a piece of cloth(NJPC) initiative
- 2004: Ashoka Fellowship to Anshu Gupta
- 2004: GOONJ won Changemaker's Innovation Award for its School to School (S2S) initiative.