



GOONJ.. a voice, an effort

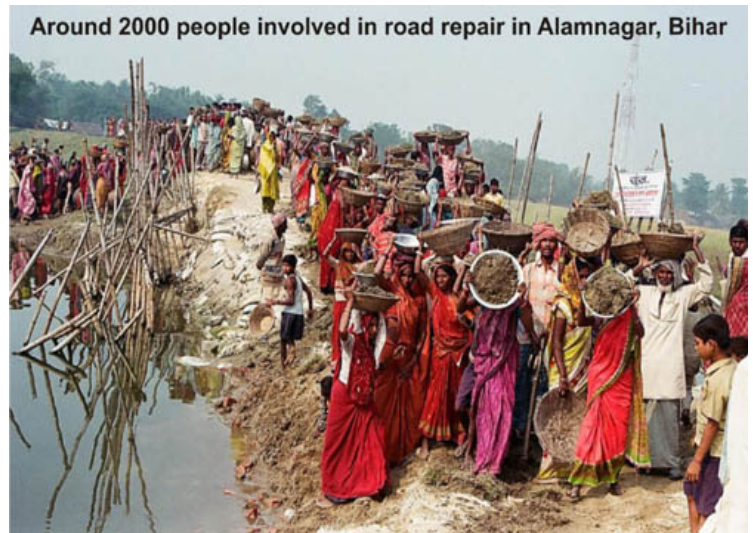
## Knowing GOONJ..

**Goonj is channelizing underutilized material of cities to rural India to address some ignored basic needs and as a resource for large scale rural development work, with dignity to the receiver.**

- **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.
- **Goonj is the genesis of a parallel economy-** which is not 'Cash' based but 'Trash' based.
- **Goonj has evolved 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 deals with over 2000 tons** of material; from clothes, school material to old doors, windows and computers.
- **Goonj annually initiates over 1500 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. The long term impact on curbing migration, improved sanitation & health and enhancing economic activities etc. are some of the macro outcomes of this multi sectoral work.
- **Goonj's 'Rahat' initiative is about a systematic approach in large scale disaster relief & rehabilitation work** with many innovative approaches. Apart from focusing on different gaps in macro disaster work Goonj has evolved income generation initiatives like Sujni, school bags making, Vaapsi, Village Hats (markets) and tailoring centers to bring back the disaster hit local economy to normalcy.
- **Over the last 17 years GOONJ has turned massive disaster wastage** into resource for development work right from Gujarat earthquake to Tsunami, Bihar floods of 2008, Andhra floods, Uttarakhand floods, J&K floods, etc. This is where it works on a lot of rejected material sent by people and other agencies.
- **Over 6.0 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 under its initiative- " Not Just a piece of Cloth"
- **Over 5,00,000 KGs of throw away waste cloth** converted into traditional mattress/quilt (Sujni) as large scale income generation activity in villages.
- **Supporting thousands of children under its initiative 'School to School' with basic school material; that acts as an incentive to get these children to school,** enhance their learning experience, freeing up the meager resources of the parents for other pressing needs.



Around 2000 people involved in road repair in Alamnagar, Bihar

### Systemic changes

- Instead of disaster based sporadic collections, **GOONJ has built a culture of regular giving** throughout the year.
- **Goonj's NJPC- A Million Voices, ([www.njpc.goonj.org](http://www.njpc.goonj.org))** a global campaign is highlighting important linkages e.g. between RCH, cervical cancer and many other related women issues with menses, opening up aspects of life usually thought too private or dangerous to talk about or make public.
- **Goonj's Cloth for Work initiative is enabling communities to confront their realities,** encouraging them into action.
- **Addressing ignored needs;** GOONJ's material is addressing gap areas in the work of other development agencies.
- **Freeing up of meager resources;** Reaching basic needs material to the poorest of the poor affords value addition and economic development to the last man. The limited resource that person has, is freed up to fulfill more critical needs of food or health etc.
- **Catalyzing the development activities-** Due to lack of funds many development activities do not start, Goonj initiates such activities with material as a currency or reward instead of money.

- **Goonj** is 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 21 states & 1 Union Territories.
- Idea level advocacy
- Communication, collection, all material logistics, rigorous processing, need based dispatches to remote parts of the country.
- Value addition to absolute waste material, turning them into 'Green by Goonj' products.
- Preventing material from becoming an environmental disaster in landfills.
- Capacity building of hundreds of organizations and millions of people.
- Opening up many hidden/ignored/taboo subjects.
- Building up a movement with large scale civic participation in urban and rural India.
- Village level employment especially for women.
- A fulfilling fulltime job to 200+ people & large scale infrastructure works in the villages, saving millions of rupees by using city discard material as a reward!!
- Strengthening the existing systems like Asha network, SHGs, Aanganwadis etc.

### Value adding to city's discard at GOONJ's Processing centers



### Challenges

- Growing transport costs & rentals for storage space, vehicle.
- Technology; high-end laptops & computers to softwares to streamline data and systems.
- Documentation of knowledge- new ideas and innovative approaches in our work, since our inception.
- Mismatch in the supply of specific material like saris, children clothing, school material, winter clothing & blankets etc.
- Sustained financial resources for work on ignored aspects.
- Retaining and nurturing our values and processes with the growing scale and size of work and team.

### Our ethos, beliefs, values

- To grow as an idea, not just as an organization. We want replication in different regions, economies and countries.
- We 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 and change the present rural infrastructure. We are not just in the business of collecting and distributing old clothes/material.
- We don't fix up targets, we value potential.
- We don't promote charity; we are turning the age old charitable act of giving old material into a development resource.
- We are focused on the receiver's dignity instead of the donor's pride.
- When people say we want to donate our used clothes- we strongly feel that it's actually discarding of something that has been used to the maximum...
- We strongly believe in the wisdom of people we are working for; to find solutions to their own problems.
- As far as possible we don't spend money on our own infrastructure, furniture etc. We use old material- right from table, chairs and computers to office stationary.
- Positive word of mouth is our biggest strength.
- We don't try to do everything on our own, instead 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 on these needles.**- With large scale civic participation it is not only becoming a big people's movement for progress but is also creating a parallel economy where every work doesn't have to wait for money; huge quantities of old re-usable material turns into 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 21 states & 1 UT in partnership with over 250 grassroots organizations, Ashoka Fellows, social activists & social movements. Apart from thousands of volunteers all across, GOONJ has a formal team of over 200+ people with 11 offices across India.

### Your Action Points

1. Spread awareness about the idea in your own network of friends, family and work place.
2. Lead a payroll giving initiative for GOONJ in your organization
3. Support our work financially.
4. Look for pro bono/subsidized space & transportation for Goonj in different cities/states.
5. Become our technology partner to make our work more effective and efficient.
6. Be our knowledge management partner.

**GOONJ is using the urban underutilized material as a tool to experiment, innovate with some unconventional ideas and to create a space for out of box thinking in the development work..!!**

### RECOGNITIONS TO GOONJ..

- **July'15: Ramon Magsaysay Award 2015** to Mr. Anshu Gupta, Founder, Goonj.
- **Nov' 14:** Goonj won the **Deutsche Bank Urban Age Award**
- **August' 14:** Asia's leading magazine 'The Top 10 of Asia' featured **Mr. Anshu Gupta, Founder Goonj among Asia's top 10 social entrepreneurs.**
- **July' 14:** Goonj is in the '**The Purpose Economy 100 Asia**' list.
- **July' 14:** **Goonj chosen among 100 leading Global Green Innovations** by the prestigious think tank SUSTAINIA
- **Feb'14:** GOONJ listed among **The World's Top 10 Most Innovative Companies in India**, by Fast Company.
- **Nov' 12:** **Anshu Gupta, Founder Goonj gets 'Social Entrepreneur of the year award'** by Schwab Foundation, sister concern of the World Economic Forum.
- **July' 12:** GOONJ 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 Goonj's *Not Just a Piece of Cloth* initiative
- **Dec'11:** **SAFRG award** for initiatives in raising resources
- **Nov'10:** Anshu Gupta listed in Forbes as one of **India's most powerful rural entrepreneurs.**
- **May'10:** '**Innovation for India**' award by Marico for developing innovative solution by using old cloth and other material.
- **March'10:** **Jamnalal Bajaj CFBP Award** for 'Fair Practices'
- **Nov'09:** '**Lien i3 Challenge Award**' for the initiative *Cloth for Work*
- **June'09:** **Changemaker's Innovation Award** for the initiative *Not just a piece of cloth(NJPC)*
- **March 2009:** CNN IBN's '**Real Heros**' award to **Anshu Gupta** in women welfare segment.
- **March 2008:** **India NGO of the year'** award by Resource Alliance.
- **May 2007:** GOONJ's *Not just a piece of cloth* initiative won **World Bank's Global Development Market Place Award.**
- **2006:** **Changemaker's Innovation Award**, second time, for Goonj's disaster relief initiative *RAHAT*.
- **2004:** **Prestigious Ashoka Fellowship** to Anshu Gupta, for his innovative idea & its mass social impact.
- **2004:** GOONJ won **Changemaker's Innovation Award** for its *School to School* initiative.

### Thanks for your time at GOONJ..

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