


गूज..

GOONJ.. a voice, an effort
www.goonj.org

Dear friends of Goonj..

February 2017 we completed 18 years of existence. 18 is usually considered the threshold of adulthood and maturity for a person.. Truly this year was in many ways a year of maturity after the big milestone of the Ramon Magsaysay award, to rethink our goals and dreams..

One thing came out loud and clear - that we will stay true to our core value of working for the basic needs, dignity and voice of the last person.. The only other constant is that we change everyday..☺

The infinity loop you see on the cover is a metaphor of this seamless nature of our work, connecting to the larger thought process of a circular economy evolving around the world. It also highlights the inter connectivity between the cities and villages, individuals and societies and the inner and outer needs of human beings..

We have come a long way.. a little seed has grown exponentially - what started with 67 personal clothes has evolved into an approach for human dignity..We hope our values and our work continue to resonate with you and it nudges you to get involved and take action.

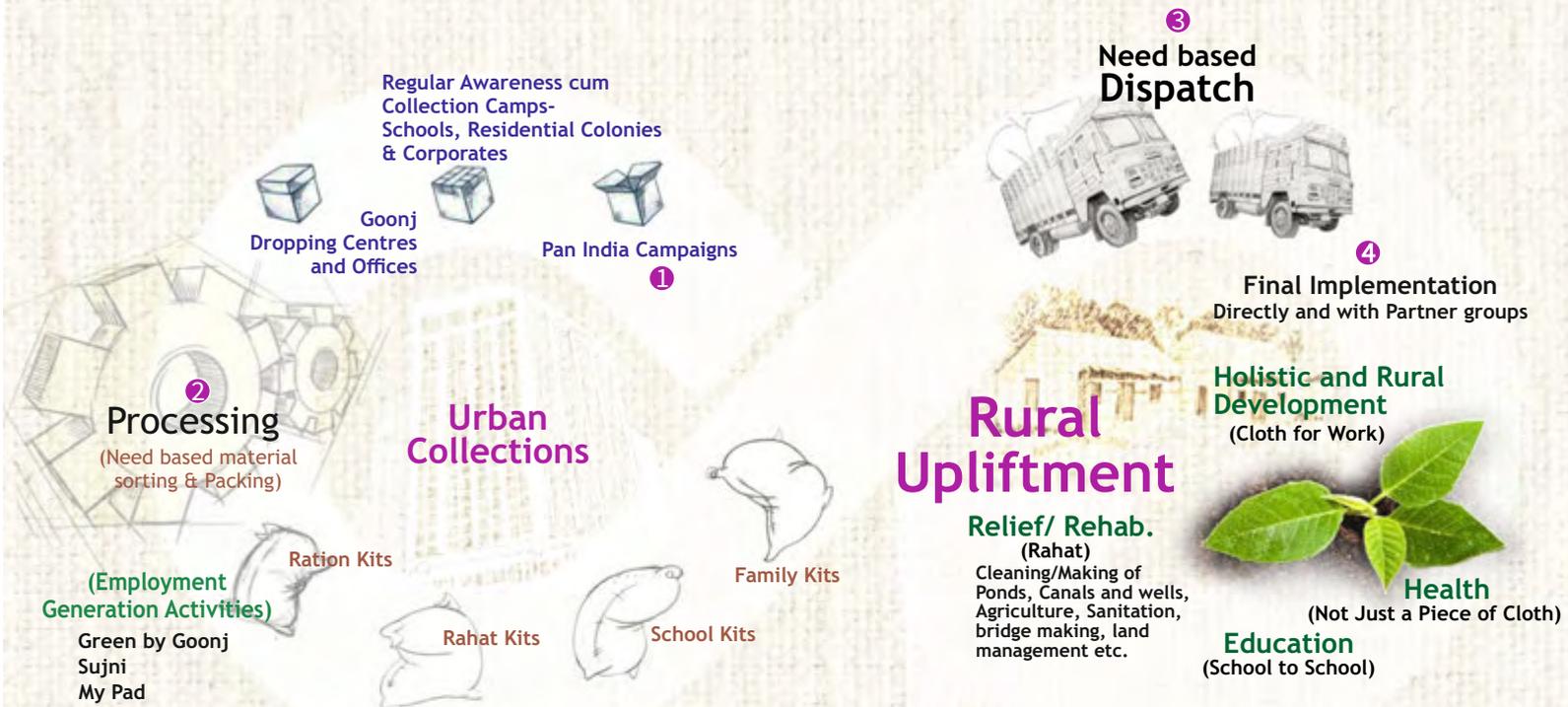
To all our fellow partners organizations, volunteers, well wishers and friends..

Lagey Raho..

Team Goonj..



Circular Economy..



The world is fast navigating towards a circular economy to address the current problem of environmental impact due to excessive consumerism. While the focus worldwide has been on stretching the longevity of products/material through reuse, repair and recycling of waste materials, Goonj has been ahead of this curve..

We are creating a parallel circular economy by giving a bigger dimension to massive quantities of under-utilized material (including cloth) from urban masses and utilizing it as a huge resource for solving many difficult challenges like education, employment, health, rural infrastructure, disaster relief and rehabilitation for the most resource and opportunity starved communities across India.

In this process the nature or utility of the urban material is not changed by Goonj, instead Goonj's processes and values turn this material into a big motivator and resource for empowering people to solve their own problems, enhancing their dignity and self respect in the process.

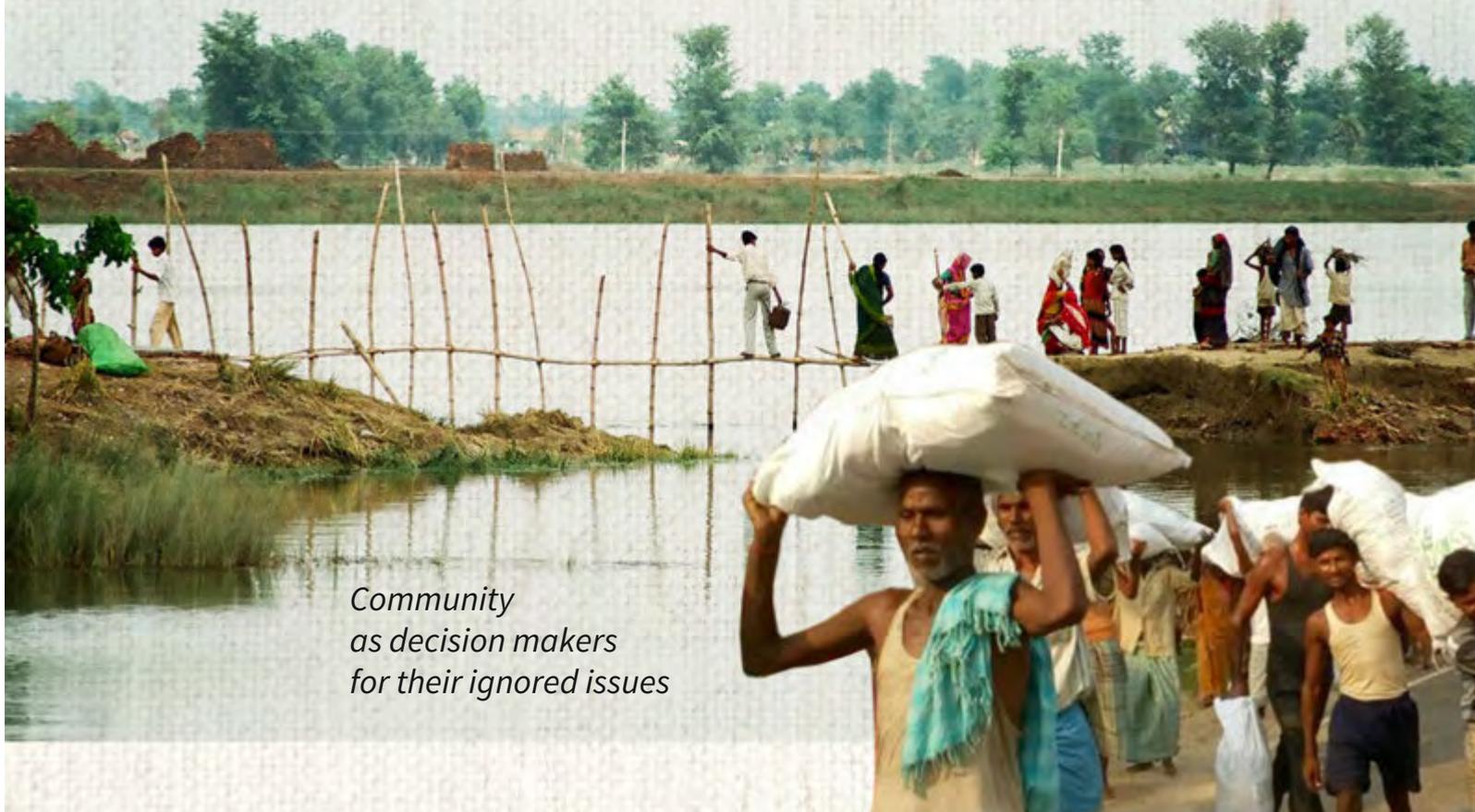
Cloth for Work (CFW)

Cloth for Work, Goonj's flagship initiative, dignifies receiving while putting the decision making (about what issues to work on) in the hands of rural communities, giving them a sense of empowerment in solving their own problems.

This year Goonj initiated more than **3500 Cloth for Work** activities in over **1700 villages**, working closely with a vast network of partner grassroots organisations and our own field teams.

Infrastructure building work was given the highest priority followed by water and agriculture related work which people decided to work on.

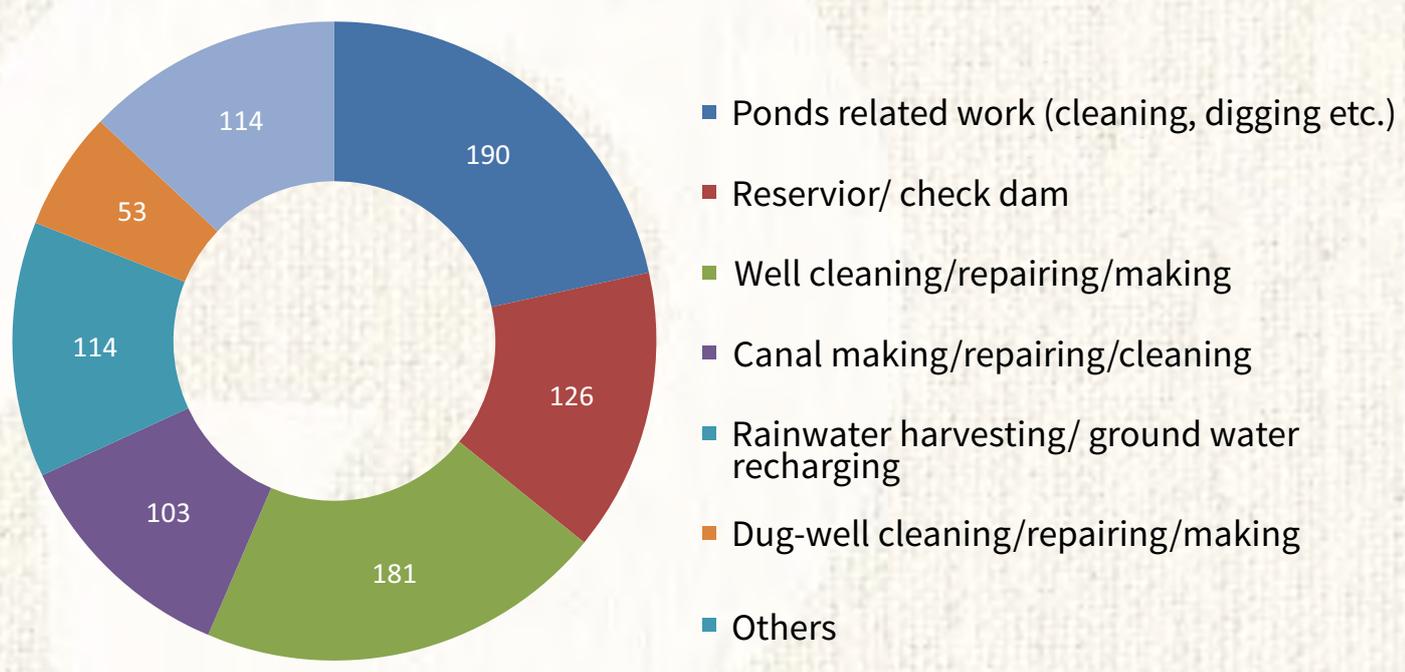
*Community
as decision makers
for their ignored issues*





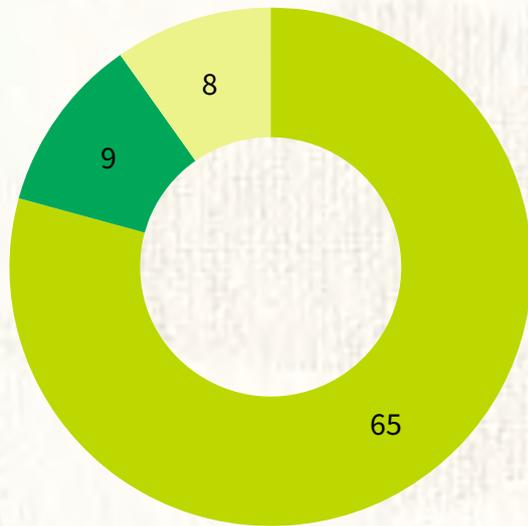
Using rural resources and wisdom to solve issues

Water Resource Management



Total Water Resource Management Activities = 881

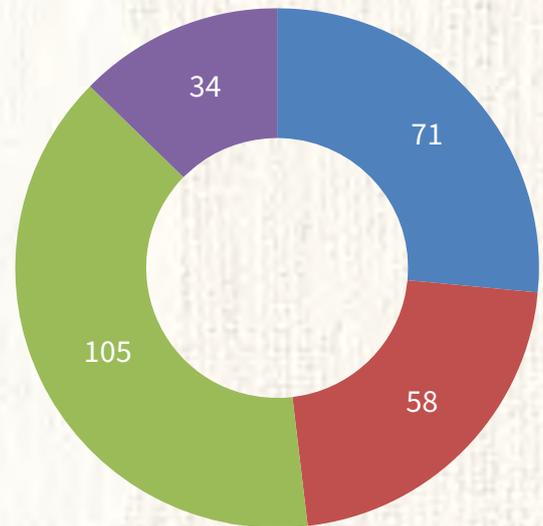
Environment



- Plantation
- Vermicompost pit making
- Other

Total Environmental Activities = 82

Agriculture

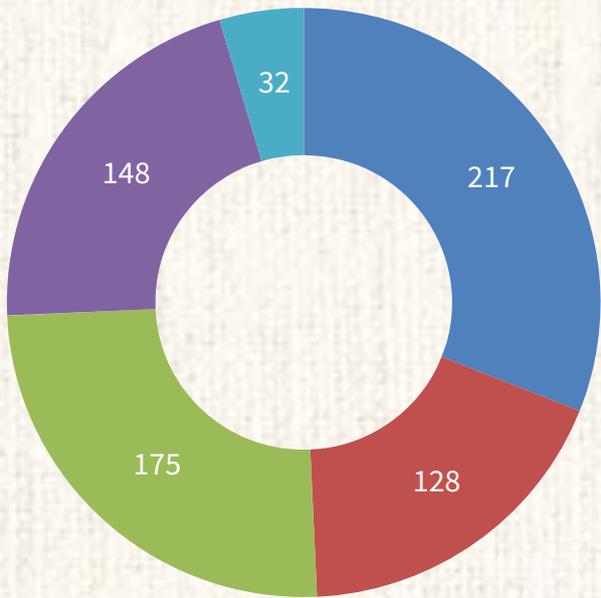


- Kitchen garden
- Land bunding
- Community farming
- Other

Total Agricultural Activities = 268



Sanitation

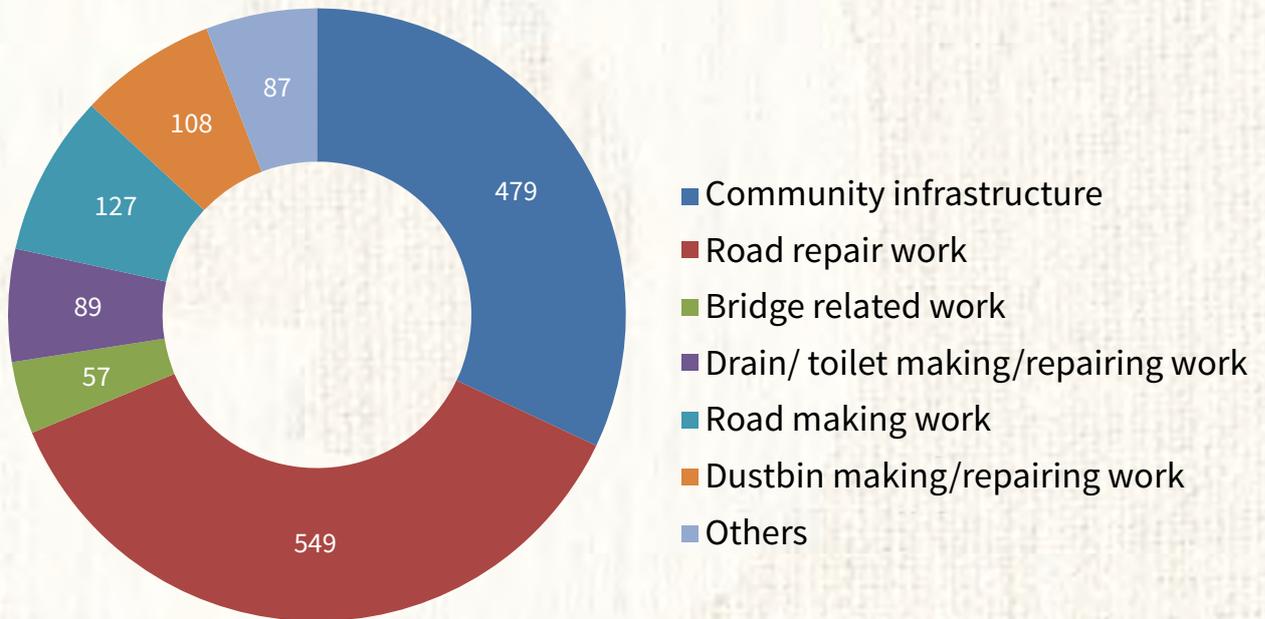


- Road cleaning
- Cleaning of hand-pump premises and drainage making/cleaning
- Village colony cleaning
- Community center/school/park cleaning
- others

Total Sanitation Activities = 700



Community Spaces and Access



TOTAL Infrastructure Development Activities = 1496





School to School(S2S)

Goonj's 'School to School' initiative is filling the gap of resources in rural schools by providing them basic school material like stationary, sports material etc. In cities its motivating school children around mindful giving. In villages our recycled school kits are given as reward for efforts made by children around learning and behaviour like hygiene, attendance, discipline etc. We also build libraries, computer centres, sports facilities in small schools in far flung areas.

This year we reached out over **28,500 School kits** in over **1000 schools** and **562 Anganwari Centers & informal setups** in more than **1000 villages** in **15 states**





Not Just a Piece of Cloth (NJPC)

Not Just a Piece of Cloth, started in 2004, focuses on reaching women in far flung villages of India, who struggle every month for a clean piece of cloth for their menstruation. In a strong culture of shame and silence, they cannot even speak up about their struggles of access, affordability and awareness..

MY Pads, the cloth sanitary pads act as an entry point into the lives of these women, encouraging them to share their menstrual challenges and making them more aware about menstrual health and hygiene aspects. We also do similar work in urban slums across cities.

This year alone we reached over **4,50,000 MY Pads**.





Rahat

2016-17 was a year of massive disasters in India. We reached around **6,400 flood affected families** while in the less highlighted disaster of drought across many states we reached **7,800 families**.

Though fires and demolitions are not considered disasters, this year alone we reached relief to around **1,500 families** affected by fire breakout in **8 states** (Bihar, Delhi, Odisha, Madhya Pradesh, Uttar Pradesh, Uttarakhand, West Bengal and Tamil Nadu)

We reached over 20,000 disaster affected families across India in disasters apart from our ongoing work in disaster affected areas.



Dignifying relief and reviving infrastructure



Waste Wonders

This year we made around 99,500 *sujnis and aasans* from over 3,00,000 kgs of last shreds of waste cloth.

Approximately **300 people** make a livelihood in the sorting to making different things. Many women coming from nearby slums/villages are engaged in this process, giving them economic independence and sustenance.



Goonj ki Gullak acknowledges the role of the masses in our work.

It's saying that if this work is useful, serves a purpose and is trustworthy then let us all have a stake in it. It is about each one doing their bit for something big.

Goonj ki Gullak is a constant reminder, a gentle nudge for each of us, embroiled in the battles of our everyday life, to do something for the bigger good.

Have you got a
'Goonj Ki Gullak'?



Take it home from us, no strings attached,
no rules, no questions asked
bring it back whenever you are ready to give.
Keep it on your desk, in your kitchen or
give it to your children..

You can even gift it to your near and dear one', Collect a Goonj Ki Gullak today from our Delhi office
or make your own Goonj Ki Gullak at your home..

'Your little change can bring about a big change'

Urban Engagements

In cities we engage with the masses to spread awareness about rural realities and scarcities in the light of the resilience, hard work, wisdom and innate dignity of rural communities. The aim is to make the giving by the masses, of their material, time, money and other things more empathetic, mindful and dignified.

Our work is a new approach, moving from charity to dignity, from donor beneficiary to everyone a stakeholder, from 'we know what's best' to valuing each other's wisdom and efforts.



Campaigns:

Daan Utsav (earlier called Joy of Giving Week October 2nd to 8th)

This year our campaign **'10,00,000 Acts of Giving'** spread to people in **22 cities** where more than **145 collection camps** were held with the efforts of committed volunteers, team and contributors.

Odha do Zindagi: (Annual Winter Campaign)

Every year, Goonj launches its annual winter campaign **'Odha do Zindagi'** to reduce suffering due to lack of warm clothes by reaching comprehensive Winter kits with essentials like woolens, blankets, mats and other material, given with dignity.



Cloth Day: (1st January)

Goonj has been observing **Cloth Day** (*Cloth Week*) for many years now, encouraging the masses to start the new year on a positive note with giving cloth to someone in need. This year we spread the idea to the first week of the year from 1st to 7th January, suggesting different options of giving..



happy JANUARY 1
CLOTH DAY

Let's start the year by giving at least a cloth to someone in need..
with dignity..

This year, given the acute need
turn it into a
CLOTH WEEK*
Jan1-Jan7

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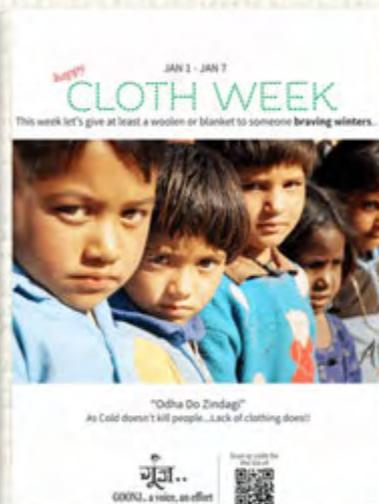
* Watch this space coming week



happy JAN 1 - JAN 7
CLOTH WEEK
This week let's support initiatives reaching the basic to people who have little.

"Goonj ki Duffal"

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happy JAN 1 - JAN 7
CLOTH WEEK
This week let's give at least a woollen or blanket to someone braving winters.

"Odha Do Zindagi"
As Cold doesn't kill people...Lack of clothing does!

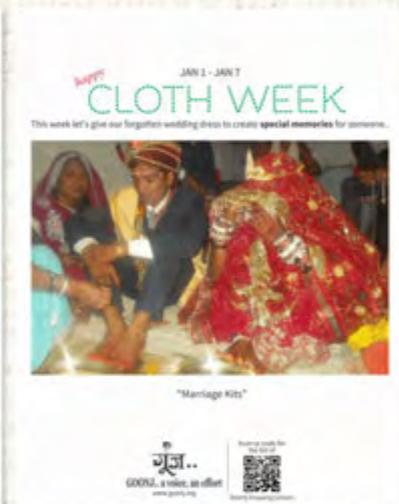
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happy JAN 1 - JAN 7
CLOTH WEEK
This week let's give at least an unused School Dress to a kid, to wear with pride.

"School to School"

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happy JAN 1 - JAN 7
CLOTH WEEK
This week let's give our forgotten wedding dress to create special memories for someone.

"Marriage Kits"

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Events

Anniversary Meets

We celebrated our 18th anniversary with meetings held across 7 cities for the first time. This was a time of get together with our volunteers, teams, friends and supporters all across. Our founder spoke about the challenges, future plans and achievements of Goonj amidst a lot of discussions.



Goonj Anniversary meet at Madras School of Social Work



Goonj Anniversary meet at Indian School of Business



Goonj Anniversary meet at Azim Premji University



Goonj Anniversary meet at Welingkar Institute



Sanjha Meet

Our grassroots Implementation Partners Meet 'Sanjha' saw an overwhelming participation from 45 different organizations from 15 states.

The two-day event (16th-17th September) involved rigorous sharing of ideas and discussions on issues and operations in the field. The meeting saw organizations working on diverse issues coming together at a common platform.

Goonj also appreciated 18 partner organizations for their efforts.

Jagriti Yatra

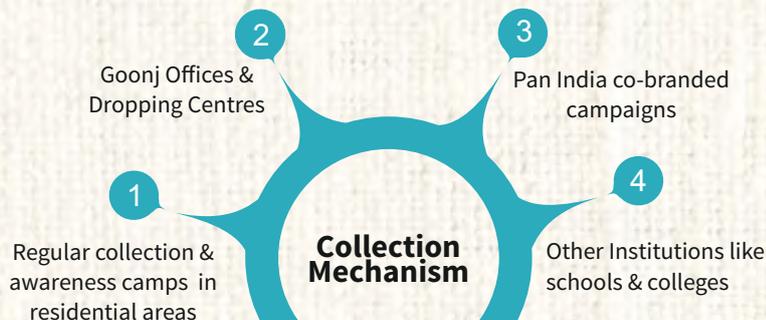
On 5th January, like every year we yet again warmly welcomed young, enthusiastic, Jagriti Yatris on their unique journey across India. More than 400 yatris visited the Goonj Delhi Processing center to understand the different aspects of our work and attended an interactive session with our Founder, Anshu Gupta.



MATERIAL VALUE CHAIN



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Goonj Processing Centre
Dealing with over **3000 tonnes** of material annually

Broad Sorting & Value Addition Process



- Packing & Coding of Kits**
- Family Kits
 - Teacher Kit
 - School Kit
 - Labor Kit
 - Rahat Kit
 - Winter Kit
 - Tent Kit
 - Hygiene Kit
 - Volunteer Kit

Usable Clothes
Sorting criteria is age wise & gender

Mending
Minor repair of clothes wherever needed

Usable Material
Moves to different units of packing

Mending
Furniture, door, window, sewing machine etc.

Recycled Products
Recycled products is created out of unwearable cloth

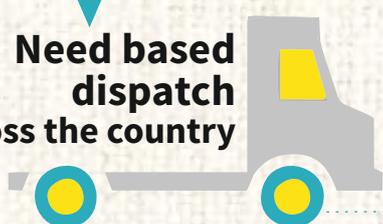
Rural Community

- Cotton cloth into **MY Pad**,
- Hosiery into undergarments
- Sujni, Aasans
- Tent house
- Recycled school kits
- Wedding Kits

Livelihood

Urban Market

- Green By Goonj**- Range of over **100 products** like fancy bags, mats, conference kits etc. made out of last shreds of material.



Direct Implementation with field teams and 200+ grassroots partner organisations under Goonj's ongoing initiatives

Cloth for work (CFW)
(Holistic Rural Development)
Goonj motivates village communities to solve their own problems with Family Kits as a facilitator. **More than 3000 activities taken up every year across India.**

School to School (S2S)
(Education)
Channelising urban surplus educational material to small resource starved schools in far flung villages. Repositioning material as a powerful tool for behavioural changes among children in rural schools. Setting up libraries, Recreation Centers with toys and games etc.

Not Just a Piece of Cloth (NJPC)
Addressing the taboo issue that is menstruation through Goonj's **MY-Pad**

Rahat
(Disaster relief & rehabilitation)
Instigating urban and rural network of stakeholders to reach relief material quickly to disaster affected communities. Highlighting ignored disasters like winters, fires and annual monsoon floods. Involving disaster hit communities in long term rehabilitation work.

Processing..

Every year we deal with more than **3000 tons** of material across India. Goonj Processing Center is the first point where all material collected from the cities goes through a rigorous process of sorting, segregating, repairing and packing before dispatching it to remotest villages of India.

Why Processing?

Because the dignity of the receiver is at the center of all that we do.. Because giving with dignity is at the center of all that we do.. because when people in remote villages of India work for many days on building a bamboo bridge or digging a well or building a community hall, they deserve a reward... NOT Charity..

Sorting



Kit Making



Creating *Green by Goonj* recycled products



Creating *MY Pad*



Creating sujinis, mats..



HIGHLIGHTS OF 2016 - 17

Worked across **2900+** villages

1,00,000+ Family kits reached.

28,000+ School Kits dispatched for children in rural India.

Supported **1600+** educational setups in **1,000+** villages across **15 states**

4,53,000+ MY Pads and **15,900+** undergarments reached.

More than **20,000** disaster affected families received relief material kits in **15 states**.

99,500+ Sujnis and Aasans made from **3, 00,000+ kgs** of unusable cloth waste

4 big cost heads;

Storage; Rs. 12,097,079

Transportation; Rs. 14,570,087

Personnel; Rs. 77,865,066

Purchase; (woolens, saris, daris) Rs. 26,598,270



Financials

GOONJ..
J-93 , SARITA VIHAR , NEW DELHI-110076

INCOME & EXPENDITURE A/C FOR THE YEAR ENDED 31st MARCH , 2017

	SCHEDULE	AMOUNT □ F.Y 16-17	AMOUNT □ F.Y 15-16
I. INCOME			
Grant	[11]	2,171,189.00	1,465,600.00
Donations	[12]	79,131,746.21	138,537,876.00
Interest Income	[13]	20,840,398.31	27,486,916.00
Incidental Income From Enviornmental Projects & Misc.	[14]	5,036,250.91	5,217,531.28
Membership Fees		1,250.00	500.00
TOTAL □		107,180,834.00	172,708,423.00
II. EXPENDITURE			
INDIAN SECTION			
EARMARKED DONATIONS	[15]	77,985,329.08	85,236,419.90
GOONJ PROGRAMME	[16]	38,298,811.20	28,118,697.63
Loss on Sale of Vehicle		79,901.85	
Donation Refunded		184,002.00	
FOREIGN SECTION			
EARMARKED DONATIONS	[17]	17,696,340.00	18,362,704.00
GOONJ PROGRAMME	[18]	18,484,036.90	7,306,898.85
EMC Software & Services	[19]	600,345.00	
Hilton International Asia Pacific Pte. Ltd.	[20]	1,198,000.00	
Depreciation	[03]	1,607,122.00	1,489,233.00
Less: Transferred to Assets Fund		478,328.00	621,578.00
		1,128,794.00	867,655.00
TOTAL □		155,655,560.00	139,892,375.00

III. EXCESS OF INCOME OVER EXPENDITURE [I- II] (48,474,726.00) 32,816,048.00

IV. EXCESS OF INCOME OVER EXPENDITURE TRANSFERRED TO GENERAL FUND (48,474,726.00) 32,816,048.00

Significant Accounting Policies and Notes to Accounts [31]
The schedules referred to above form an integral part of the
Income & Expenditure A/c

IN TERMS OF OUR REPORT OF EVEN DATE

For & on behalf of
S.SAHOO & CO,
Chartered Accountants

[CA.Subhajit Sahoo, FCA,LLB]
Partner
Firm No. 322952E
MM No. 057426

Place :New Delhi
Date : 17.10.2017

For & on behalf
Goonj

President

For GOONJ

Anshu Gupta
President

For GOONJ

Ajay Kumar Sharma
Secretary

Financials

GOONJ..
J-93 , SARITA VIHAR , NEW DELHI-110076

RECEIPT & PAYMENT A/C FOR THE YEAR ENDED 31st MARCH , 2017

	SCHEDULE	AMOUNT □	AMOUNT □
		F.Y 16-17	F.Y 15-16
RECEIPTS			
Opening Balances			
Cash in Hand		255,975.00	254,531.00
Cash at Bank			
(a) HDFC BANK		1,991,879.91	10,573,983.95
(b) PUNJAB & SIND BANK		308,880.54	296,966.54
(c) YES BANK		12,757,364.03	4,184,743.62
Grant	[21]	1,770,000.00	200,000.00
Donations	[22]	79,131,746.21	138,537,876.00
Interest Income	[23]	1,375,849.93	4,041,330.00
Incidental Income From Environmental Projects & Misc.	[24]	5,029,050.91	5,193,645.28
Membership Fees		1,250.00	500.00
Investment		97,301,200.95	1,655,506.20
Loans & Advances (Net)		17,517,674.85	16,108,604.92
Sale of Vehicle		70,000.00	-
TOTAL □		217,510,872.00	181,047,688.00
PAYMENT			
INDIAN SECTION			
EARMARKED DONATIONS	[25]	77,985,329.08	85,236,419.90
GOONJ PROGRAMME	[26]	38,298,811.20	25,594,925.63
Donation Refunded		184,002.00	-
FOREIGN SECTION			
EMC Software & Services	[27]	600,345.00	-
Hilton International Asia Pacific Pte. Ltd.	[28]	1,198,000.00	-
EARMARKED DONATIONS	[29]	17,696,340.00	18,362,704.00
GOONJ PROGRAMME	[30]	18,484,036.90	7,306,898.85
Non -Recurring Capital Expenditure		1,785,507.00	29,232,640.00
Cash in Hand		384,653.00	255,975.00
Cash at Bank			
(a) HDFC BANK		2,963,918.38	1,991,879.91
(b) PUNJAB & SIND BANK		272,558.54	308,880.54
(c) YES Bank (FC Section)		14,780,248.53	12,757,364.03
(d) ICICI Bank		1,102,658.02	-
(e) YES Bank (Non FC Section)		41,774,464.68	-
TOTAL □		217,510,872.00	181,047,688.00

Significant Accounting Policies and Notes to Accounts [31]

The schedules referred to above form an integral part of the Receipts & Payment Account

IN TERMS OF OUR REPORT OF EVEN DATE



For & on behalf :
S.SAHOO & CO.
Chartered Accountants

[CA.Subhajit Sahoo, FCA , LLB]
Partner
Firm No. 322952E
MM No. 057426

Place: New Delhi
Date : 17.10.2017

For GOONJ
Goonj

Anshu Gupta
President

For GOONJ

Ajay Kumar Sharma
Secretary



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Special Note of Thanks to all our contributors and supporters

*Every year as we grow and spread our work especially in big disasters..
We are overwhelmed by the love and support of people from all walks of life,
who carefully follow our posts and do's and don'ts about giving.
We take this opportunity to thank hundreds of individuals, corporates, institutions
and agencies who have stood by us over the years.
Irrespective of its value or status each and every contribution is important for us.*

GOONJ.. (H.O.)- J-93, Sarita Vihar, New Delhi- 110076

Tel.- 011-41401216, 26972351

Email- mail@goonj.org Website- www.goonj.org

**Goonj's City Offices - Delhi, Mumbai, Bengaluru, Hyderabad, Kolkata
Patna, Rishikesh, Chennai**

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