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.
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.**
Water Resource Management

- Ponds related work (cleaning, digging etc.)
- Reservoir/ check dam
- Well cleaning/repairing/making
- Canal making/repairing/cleaning
- Rainwater harvesting/ ground water recharging
- Dug-well cleaning/repairing/making
- Others

Total Water Resource Management Activities = 881
Environment

- Plantation: 65
- Vermi compost pit making: 8
- Other: 9

Total Environmental Activities = 82

Agriculture

- Kitchen garden: 71
- Land bunding: 58
- Community farming: 105
- Other: 34

Total Agricultural Activities = 268
Sanitation

- Road cleaning: 217
- Cleaning of hand-pump premises and drainage making/cleaning: 175
- Village colony cleaning: 148
- Community center/school/park cleaning: 128
- Others: 32

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.
Waste Wonders

This year we made around 99,500 sujinis 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...
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.
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

Collection Mechanism

1. Regular collection & awareness camps in residential areas
2. Goonj Offices & Dropping Centres
3. Pan India co-branded campaigns
4. Other Institutions like schools & colleges

Goonj Processing Centre
Dealing with over 3000 tonnes of material annually

Broad Sorting & Value Addition Process

- Clothing
  - Layer 1
  - Layer 2
  - Layer 3
  - Mending: Minor repair of clothes wherever needed
  - Recycled Products: Recycled products are created out of unwearable cloth
  - Usable Clothes: Sorting criteria is age wise & gender
  - Packing & Coding of Kits
    - Family Kits
    - Teacher Kit
    - School Kit
    - Labor Kit
    - Volunteer Kit
  - Urban Market
    - Green By Goonj: Range of over 100 products like fancy bags, mats, conference kits etc. made out of last shreds of material.
  - Need based dispatch across the country
  - Direct Implementation with field teams and 200+ grassroots partner organisations under Goonj’s ongoing initiatives

- Non-Clothing
  - Layer 1
  - Layer 2
  - Mending: Furniture, door, window, sewing machine etc.
  - Usable Material: Moves to different units of packing
  - Recycled Products

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

As the variety of material we deal with is so large, so the description on material usage has been kept limited only. To get the first-hand experience, please visit us at J-93, Sarita Vihar, New Delhi 110076

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 farflung 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**
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

<Table>
<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>AMOUNT FY 16-17</th>
<th>AMOUNT FY 15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>304,902,957.00</td>
<td>356,412,542.00</td>
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<td>02</td>
<td>3,586,239.00</td>
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<td>03</td>
<td>58,666,357.00</td>
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<td>04</td>
<td>5,823,594.00</td>
<td>4,404,592.00</td>
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<td>05</td>
<td>4,173,179.00</td>
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<td>06</td>
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<td>07</td>
<td>221,853.00</td>
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<td>08</td>
<td>11,233,706.00</td>
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<td>09</td>
<td>-</td>
<td>401,189.00</td>
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<td>10</td>
<td>5,138,707.00</td>
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<td>11</td>
<td>5,138,707.00</td>
<td>4,729,480.00</td>
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<td>12</td>
<td>71,783,333.00</td>
<td>22,577,386.15</td>
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</table>

Total: 308,489,196.00

Significant Accounting Policies and Notes to Accounts

The schedules referred to above form an Integral part of the Balance Sheet.

IN TERMS OF OUR REPORT OF EVEN DATE

For & on behalf : S.SARDO & 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
Ankit Gupta
Secretary
INCOME & EXPENDITURE A/C FOR THE YEAR ENDED 31st MARCH, 2017

<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>AMOUNT □ F.Y 16-17</th>
<th>AMOUNT □ F.Y 15-16</th>
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<tr>
<td>Grant</td>
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<td>Donations</td>
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<td>Interest income From Enviromentl Projects &amp; Misc.</td>
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<td>TOTAL</td>
<td>107,180,834.00</td>
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II. EXPENDITURE

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<thead>
<tr>
<th>INDIAN SECTION</th>
<th>EARMARKED DONATIONS</th>
<th>GOONJ PROGRAMME</th>
<th>Loss on Sale of Vehicle</th>
<th>Donation Refunded</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>[ 15 ]</td>
<td>77,985,329.08</td>
<td>85,236,419.90</td>
<td>28,118,697.63</td>
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<td>[ 16 ]</td>
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<td>[ 19 ]</td>
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<td>3,096,355.00</td>
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<td>Less: Transferred to Assets Fund</td>
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<td>TOTAL</td>
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<td>5,110,811.00</td>
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<td>139,892,375.00</td>
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III. EXCESS OF INCOME OVER EXPENDITURE [ 1- 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
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 : 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
Anshu Gupta
President

For Goonj
Ajay Kumar Sharma
Secretary
# Financials

## Receipts & Payment A/C for the Year Ended 31st March, 2017

<table>
<thead>
<tr>
<th>Schedule</th>
<th>F.Y 16-17</th>
<th>F.Y 15-16</th>
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</thead>
<tbody>
<tr>
<td>Opening Balances</td>
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<tr>
<td>Cash in Hand</td>
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<td>Cash at Bank</td>
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<td>(a) HDFC BANK</td>
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<td>(b) PUNJAB &amp; SIND BANK</td>
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<td>(c) YES BANK</td>
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<td>Donations</td>
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<td>Interest Income</td>
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<td>Incidental Income From Environmental Projects &amp; Misc.</td>
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<td>Membership Fees</td>
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<tr>
<td>Investment</td>
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<td>57,301,200.95</td>
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<td>Loans &amp; Advances (Net)</td>
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<td>17,517,674.85</td>
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<tr>
<td>Sale of Vehicle</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>217,510,872.00</strong></td>
</tr>
</tbody>
</table>

## Payments

### Indian Section
- EARMARKED DONATIONS [25] 77,985,320.08 85,236,419.00
- GOONJ PROGRAMME [26] 38,296,811.20 25,594,925.63
- Donation Refunded | | 184,002.00 |

### Foreign Section
- EMC Software & Services [27] 500,345.00 |
- 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] 18,484,636.90 7,305,868.85
| Non-Recurring Capital Expenditure | | 1,785,507.00 | 29,232,640.00 |
| Cash in Hand | | 304,653.00 | 255,975.00 |
| Cash at Bank | | (a) HDFC BANK | 2,963,918.38 | 1,991,879.91 |
| (b) PUNJAB & SIND BANK | 271,558.54 | 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

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 of:
S. SAHOD & Co.
Chartered Accountants

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

Place: New Delhi
Date: 17.10.2017
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.