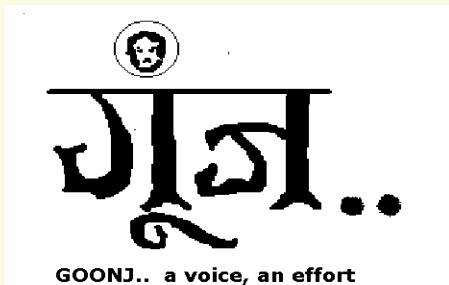
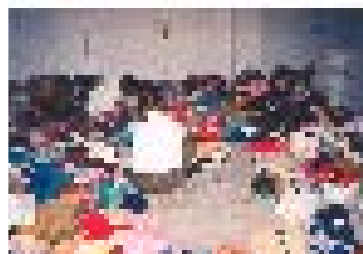


GOONJ..

Not just a piece of cloth



MAKING CLOTHING A MATTER OF CONCERN



GOONJ..

**BELIEVES IN
CHANNELISING
URBAN
WASTAGE AS A
RESOURCE FOR
RURAL INDIA...**



PROFILE

PHILOSOPHY

Don't wait for a disaster to help people, basic materials are needed throughout the year

- 📄 Registered Feb.18 1999,1860 Society Registration Act XXI
- 📄 Over 300 volunteers across the country including journalists, advertising professionals, students and engineers
- 📄 Over 200 partners including:
 - Schools
 - Indian army
 - Ashoka Fellows
 - Corporates
 - Panchayats
 - Local NGO's
 - SHG's
 - Social Activists

OUR INITIATIVES

VASTRADAAN Turning urban wastage into resource and channeling it to rural India

SANITARY NAPKINS Providing sanitary napkins for rural women from cloth

CLOTH FOR WORK Development of villages by villagers in return for clothes

SCHOOL to SCHOOL Sensitising urban schools to the needs of rural counterparts

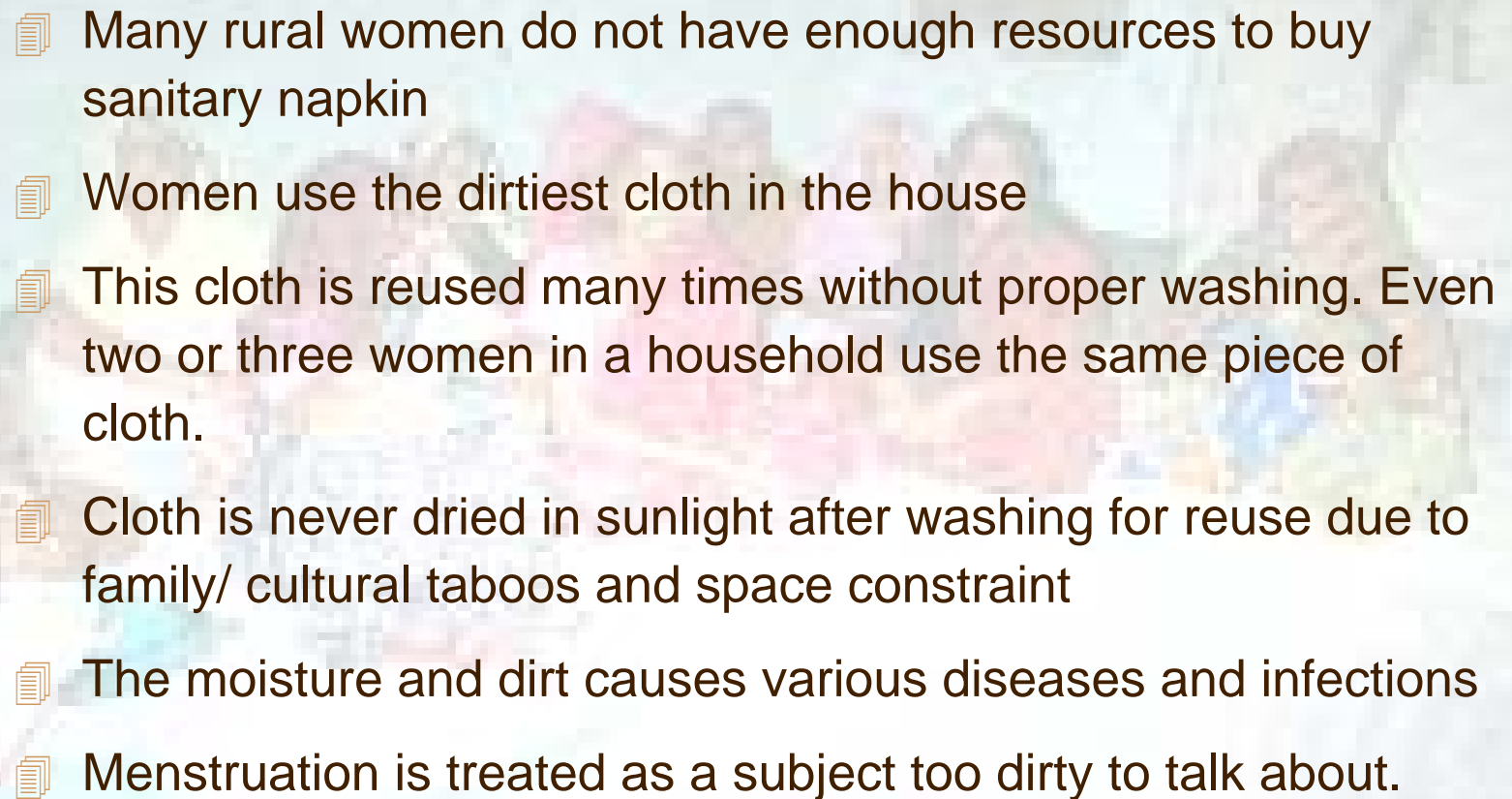
RAHAT Supporting victims of natural and manmade disasters

TSUNAMI WASTAGE Dignifying & re-distributing old cloth donation during Tsunami to the needy

RECYCLING Making notebooks & other products from waste paper & cloth

PHOTO EXHIBITIONS “Imprints of wandering images”& “Disaster awareness”

THE NAPKIN PROBLEM

- 
- Many rural women do not have enough resources to buy sanitary napkin
 - Women use the dirtiest cloth in the house
 - This cloth is reused many times without proper washing. Even two or three women in a household use the same piece of cloth.
 - Cloth is never dried in sunlight after washing for reuse due to family/ cultural taboos and space constraint
 - The moisture and dirt causes various diseases and infections
 - Menstruation is treated as a subject too dirty to talk about.

THE HEALTH ASPECT

- ❏ Neglect of hygiene during menstruation can cause various medical problems:
 - Infections; can cause organ failure
 - Infertility
 - Even cervical cancer.
- ❏ The consequences can not only affect a woman but also her born / unborn child
- ❏ A village woman in UP died of tetanus as she used a piece of blouse which had a rusted hook
- ❏ India has one of the highest infant and maternal mortality rates in the world



THE SOLUTION

- ☞ **GOONJ...** Is generating awareness and empathy among urban women to contribute cloth
- ☞ Non- wearable cotton cloth is converted into sanitary napkins by consultative design
- ☞ Sanitary napkins developed in **GOONJ..** stores in Delhi & Chennai
- ☞ Every urban women is sensitized towards the need of her rural counterpart & contribute a metre of cloth during her own menses
- ☞ Sanitary napkins distributed amongst the rural women of India through our parnter organisations
- ☞ Basic hygiene educational pamphlets is also provided with the napkins
- ☞ Further emphasis is on talking about this "never talked about" but basic issue in urban and rural environments

A WOMAN'S RIGHT

- ☞ Urban and rural women have common status as women
- ☞ Every women deserves the right to a basic dignity in those 5 days
- ☞ In the process
 - ☞ a big medical problem faced by village women is addressed
 - ☞ a channel recycling resources lying under utilised in urban households is formed
 - ☞ a long lasting link and empathy between urban and rural women is developed



THE SANITISING PROCESS



Washing



Drying &
Sterilizing



Folding

THE PROCESS OF MAKING

☞ Donated old cloth is washed and sanitized to make 1ft by 1ft cloth sanitary napkins

☞ Developing two basic designs-

- Basic napkin is made of 1ft by 1 ft folded cloth which has a small absorbent pad
- Another one is provided with a 6 inches strip, stitched both sides with a meter of cotton string for women who can't even afford a panty to hold padding

☞ Ten napkins are provided in a cloth bag for women to receive without embarrassment



PROJECT- PRESENT SCENARIO

- ☞ Targeting women through Self Help Groups (SHGs) in Firozabad, in the initial phase
- ☞ Catering to the needs of 3000 women means a monthly requirement of 30000 napkins, i.e., 3 .60 lacs units per annum
- ☞ Meeting this need means scaling up to the daily production of 1200 units
- ☞ Current production capacity is 200 units per day
- ☞ Need more manpower & resources to scale up
- ☞ Lack of clean dust free place, irregular supply of water and frequent power cuts are the major hindrances

PROGRESS SO FAR..

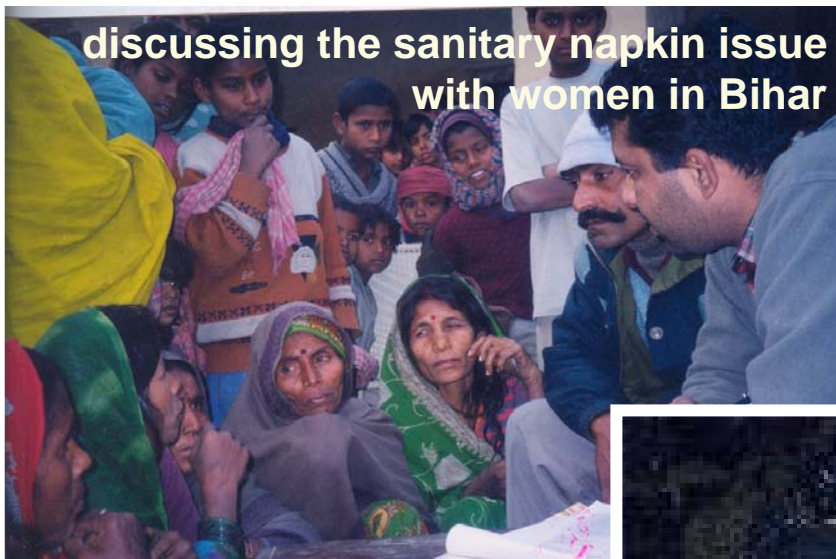
- 📄 Two different designs ready with us based on proper surveys/ test- runs and feedback reports
- 📄 Procurement of a basic, steam-based sterilization machine
- 📄 Apart from Firozabad, also spread the beneficiary base in nearby Nithari, a village in NOIDA
- 📄 Over 8000 napkins have already reached the beneficiaries
- 📄 Over 25000 napkins ready in the Chennai godown, as a part of the Deutsche Bank supported 'Tsunami Waste Cloth Project'
- 📄 Many NGOs are approaching us to help them develop the napkin & replicating the same
- 📄 Involving SHGs to initiate it at the local/ village level

PROJECT SUSTAINABILITY

- ❏ Providing better alternatives within the same system
- ❏ Active participation of a large urban female population to ensure regular supply of raw material & contribution of new cloth
- ❏ A well established network of NGOs, CBOs, Panchayats, Self Help Groups, Indian army as distribution partners
- ❏ Organisations are approached to sponsor detergent, washing machines to reduce project costs
- ❏ Conscious citizen's groups like 'Focus India Forum' have come forward to support the & helping us in scaling up



RAISING AWARENESS



YOU CAN SUPPORT`

- 📄 Donate old/ new clean cotton clothing like bed sheets, sarees, & salwar suits
- 📄 Organise a collection drive
- 📄 Sponsor packs of sanitary napkins
- 📄 Give at least one rupee with each article
- 📄 Fund our various initiatives
- 📄 Talk about GOONJ... and the sanitary napkin issue
- 📄 Use and promote our recycled products
- 📄 Commit your old newspapers and magazines
- 📄 Join Team 600



THE GOONJ TEAM



CONTACT



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