

GOONJ..

Cloth for Work Initiative



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

THE PROBLEM

- ❏ Basic resources are hard for rural areas to procure e.g. clothing, basic medicines and clean sanitary napkins, on the other hand India is undergoing big consumer boom with increasing urban purchasing power
- ❏ 'Conditions of plenty' along with shrinking space for urban societies result in excess materials
- ❏ People respond swiftly with donations at times of disaster only



AND India is a country where half the country does not need a disaster to support

OUR INITIATIVES

VASTRADAAAN Turning urban wastage into resource and channeling to rural India

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 Channel unused clothing donated for Tsunami to the needy

SANITARY NAPKINS Providing sanitary napkins for rural women from cloth

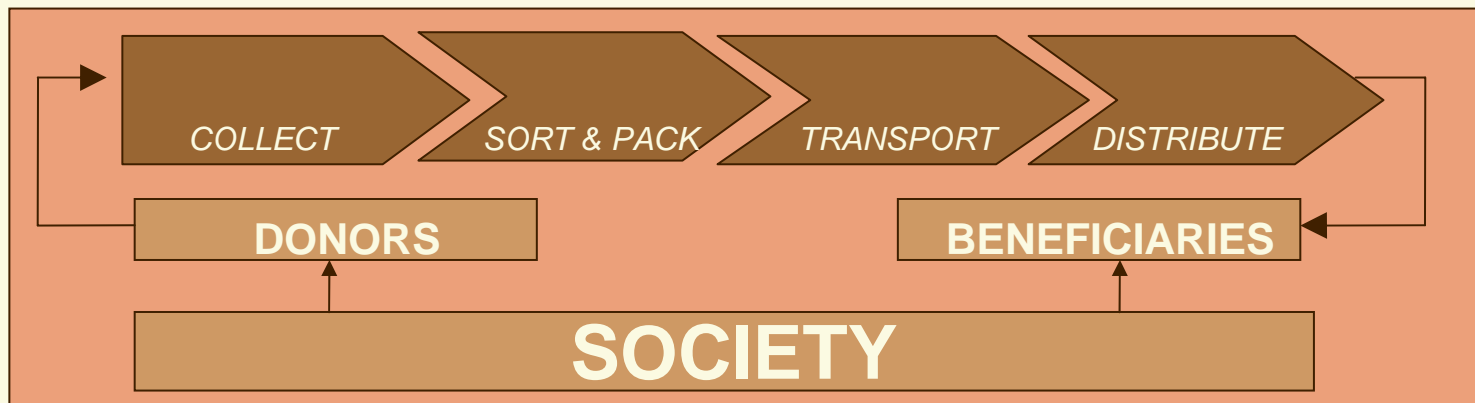
RECYCLING Making notebooks & other products from waste paper & cloth

PHOTO EXHIBITIONS "Imprints of wandering images"& "Disaster awareness"

VASTRADAAN



- Started with just 67 items of clothing
- Now, 10,000 kgs of material reach 18 states every month
- Material sent on basis of detailed analysis of beneficiaries



THE PROBLEM



Problems villages face can be the consequence of many things

- Lack of funding
- Bad organisation
- Ineffective local NGO's
- Corrupt or bureaucratic government practice
- Different priorities from above that real on the ground



Villages can often not see a way forward to solve their problems, through lack of resource, money and understanding



A Road in

THE SOLUTION



Villagers work for the betterment of their villages in return for clothes

- Villagers identify a pressing issue that requires work
- The issue is tackled by the villagers, for which they receive payment in the form of clothes.
- VASTRADAAN not as charity but as a development resource



Rural people are, quite rightly, full of self respect, as they live in the hardest of conditions



Through CLOTH FOR WORK, dignity incorporated into charity



Each villager feels they earned the cloth

WHY NOT CHARGE?

- ❏ Vastradaan provided clothes for free for the last 8 years - many people query..
- ❏ To charge the smallest amount for an item of clothing (e.g. 50 paisa) would allow a villager with 10 Rupees to buy 20 items of clothing, whereas someone with no money would not be able to access the aid
- ❏ It is these people, who cannot afford anything, who we wish to reach
- ❏ CLOTH FOR WORK acts as a basic filtration process

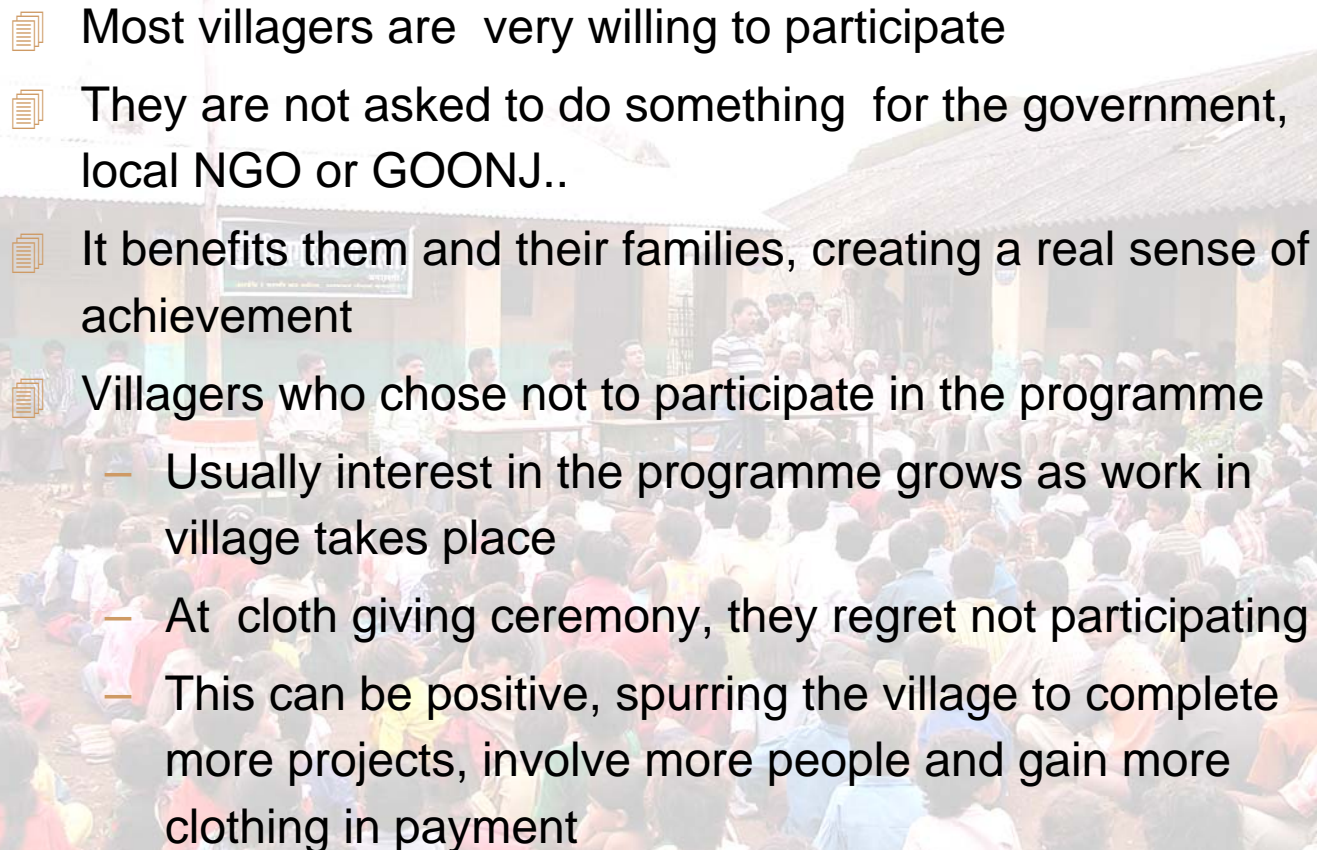


HOW IMPORTANT IS CLOTH?

- One man wearing his shirt for ten years.
- It had 8 patches, every repair/ patch costs him 2 rupees
- His meager resources are not enough- even for food and shelter
- Now, he can work for a new shirt



PARTICIPATION

- 
- ☞ Most villagers are very willing to participate
 - ☞ They are not asked to do something for the government, local NGO or GOONJ..
 - ☞ It benefits them and their families, creating a real sense of achievement
 - ☞ Villagers who chose not to participate in the programme
 - Usually interest in the programme grows as work in village takes place
 - At cloth giving ceremony, they regret not participating
 - This can be positive, spurring the village to complete more projects, involve more people and gain more clothing in payment

CLOTH FOR ALL

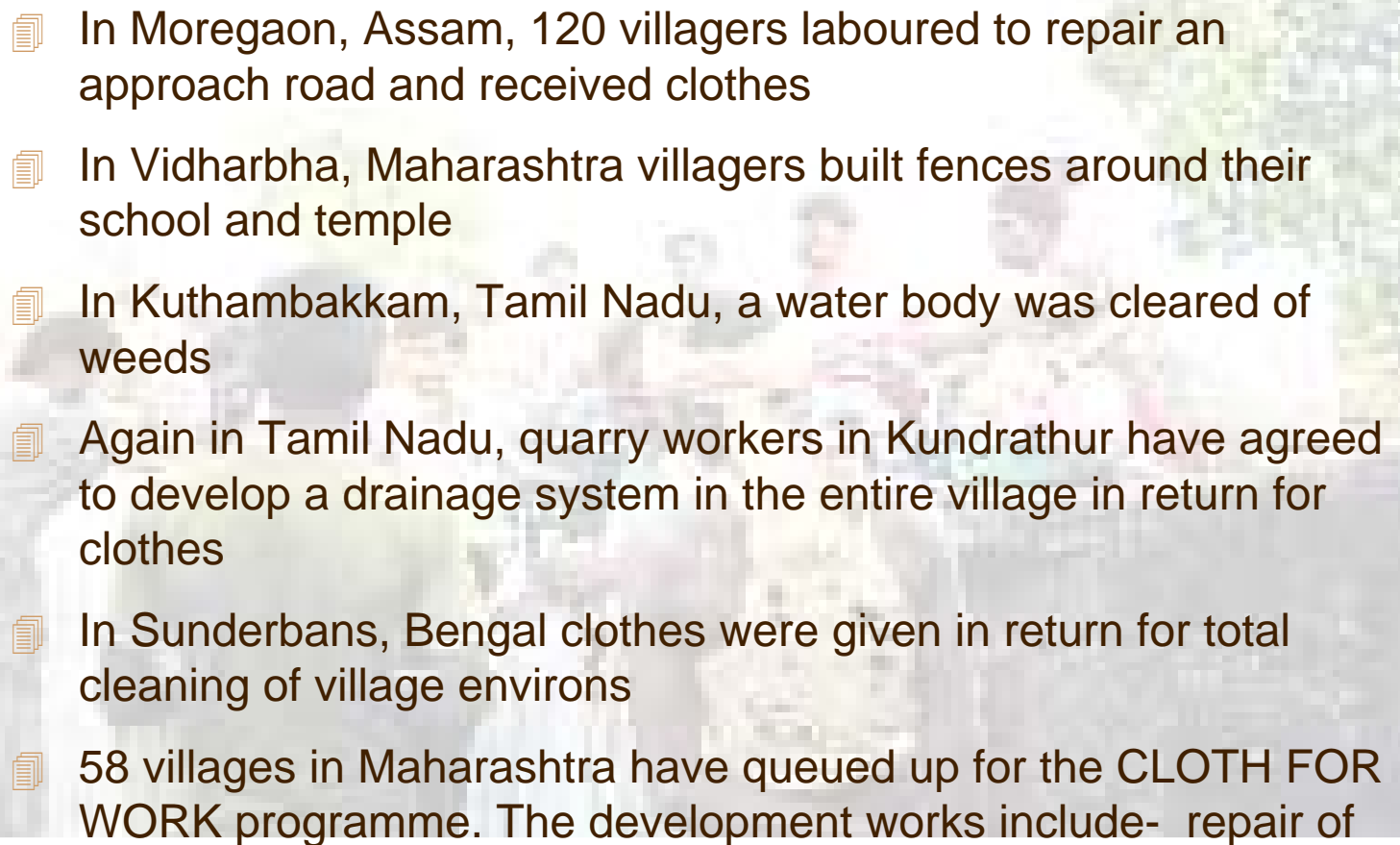


- ☞ Some people in community cannot participate in such manual labour e.g.
 - elderly
 - children
 - pregnant ladies
- ☞ We provide clothing to these people without their participation in cloth for work .
- ☞ A village can participate month after month, year after year; each time earning clothing for themselves or for their family.

CLOTH FOR WORK IN ACTION



SUCSESSES

- 
- ❏ In Moregaon, Assam, 120 villagers laboured to repair an approach road and received clothes
 - ❏ In Vidharbha, Maharashtra villagers built fences around their school and temple
 - ❏ In Kuthambakkam, Tamil Nadu, a water body was cleared of weeds
 - ❏ Again in Tamil Nadu, quarry workers in Kundrathur have agreed to develop a drainage system in the entire village in return for clothes
 - ❏ In Sunderbans, Bengal clothes were given in return for total cleaning of village environs
 - ❏ 58 villages in Maharashtra have queued up for the CLOTH FOR WORK programme. The development works include- repair of raods, fencing for school and community places and plantation.

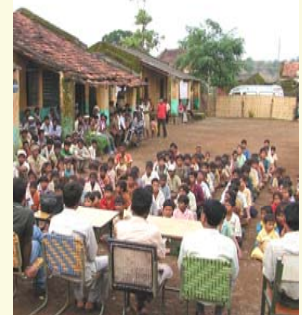
SPOTLIGHT: Melghat,



THE FUTURE: Cloth for Work



- ☞ Aim is to grow 'Cloth for work' across our Vastradaan programme
- ☞ Each article of clothing offers the villager an opportunity to earn it
- ☞ Creating a rolling development effect across the rural areas of the country
- ☞ Slight alteration of our existing process



THE FUTURE: GOONJ..

- ☞ Raise **Awareness** of recycling excess urban items across India
- ☞ Set up **formal operations** across 10 big cities by 2007 and replicate our work across 100 districts by 2010
- ☞ **Develop** networks to fully understand the needs
- ☞ **Utilise** the existing systems to identify gaps
- ☞ Use our networks as **pipelines** from the cities to the villages



Existing City



New City

YOU CAN SUPPORT

As an Individual:

- 📄 Organise a collection drive
- 📄 Give at least one rupee with each article to reach it to remote areas
- 📄 Sponsor sitting mats (patties) & notebooks for children
- 📄 Use our recycled products
- 📄 Commit old newspapers and magazines
- 📄 Contribute funding to our initiatives
- 📄 Talk about GOONJ
- 📄 Join Team 600
- 📄 Become a volunteer



YOU CAN SUPPORT

As an organisation:

- ☞ Infrastructure
- ☞ Office Automation
- ☞ Corporate Funding
- ☞ Sponsorship
- ☞ Transport
- ☞ Office/storage Space
- ☞ Opportunities for exhibition and interaction
- ☞ Export surplus
- ☞ Waste paper

And join our Corporate
Payroll Giving Programme



SIMPLE CONTRIBUTION

📄 **ONE** rupee from you will take one piece of cloth to any part of the country.



📄 **FORTY** rupees from you will ensure notebooks for a village school kid for one year.



SIMPLE CONTRIBUTION

📄 **FIFTY** rupees from you will provide a sitting mat (patti) for three children in a village school.



📄 **ONE HUNDRED** rupees or more is added strength for Goonj to develop across the country



SIMPLE CONTRIBUTION

- 📄 A more substantial donation allows GOONJ to provide more people with support in the remotest areas of India



OUR TEAM



CONTACT



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