



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

Kerala Calling..

Goonj's Rahat Initiative

4 months of reaching out to people !!



Some Glimpses..



**SALES, SAW MILL
TREATING & SEASONING**
DOORS, WINDOWS, SKIN & FLUSH DOOR, PLYWOOD

**A large part of Kerala, inundated for weeks with one
of the most widespread and devastating floods and
landslides !!**





**A Goonj team headed by Mr. Anshu Gupta
(Founder, Goonj) was there, on August 12th
before it became a national news, to assess and
set up base and team.**



**The first Hub in
Kochi**



Followed by two more big hubs in
Wayanad and Changanassery



With a dedicated team in many cities and hundreds of volunteers, raising awareness and involved in collection sorting, packing, loading in the field.



Making of Goonj Relief Kits, Changanassery



Essential purchases were made for undergarments, tarpaulins, ration- rice, wheelchairs, utensils, bed sheets, notebooks, stationary, tool kits etc. to expedite the relief & rehab work..



Working in 10 Kerala districts

Kottayam, Alappuzha, Ernakulam, Thrissur, Kannur, Idukki,
Pathanamthitta, Palakkad, Wayanad, and Malappuram.







- **Over 1500 tons of relief material reached**
 - Dry ration, tarpaulins, blankets, utensils, foot wear, sanitary pads, torches, solar lights, clothing etc.
- **Over 65,000 families** reached with a comprehensive family kit



Dignifying Relief & Using Material as a Tool for Rehabilitation !!

In a time tested model of Goonj.. Thousands of people broke the myth of charity and typical relief and refused to be called beneficiary or victim !! Rather they worked on rebuilding their ponds, roads, schools and villages to receive the family kits with Dignity.

So far over 300 such activities undertaken.



Water & Sanitation

Cleaning of Bathing Ghat, Veliyaperumpuzha Village in
Alappuzha



Backwaters Cleaning..

More than 100 villagers came together to clean a 1000 ft canal connected to the backwaters in Alappuzha



After



Before



After

Road Making

Parakadavu, Idukki



Education- Bringing back the basics..

Worked with parents, teachers and students to rebuild, repair infrastructural damages in **85 schools and anganwadis** under Goonj's ***School to School*** initiative. Also initiated kitchen gardens and worked on libraries. Students received *School material Kits* and participants received Family kits





Involving School Stakeholders

150+ students, teachers and parents of Chowara Govt. School teamed together to clean the premises and build a Kitchen Garden in Ernakulam

Books to kids and Rebuilding Libraries

Refilling the bags with books as per need and organising a roaming book exhibition- “Kitaab” as an idea to provide books and create a space for books exchange .

Over 5000 books were taken by students, libraries and institutions in the first event itself in Kochi where over 400 people participated.





Using Disaster Wastage for local Livelihood ..

Goonj is known for turning disaster wastage into a resource and has done this successfully post disasters in last 2 decades.

In Kerala also tonnes of wastage of used clothes is taken over from all the govt. warehouses to create local employment by creating products like Sujni, Aasan, School bags etc.





Sujni Making Unit in Kootukad, North Paravur



Stitching Unit at Goonj Hub in Kochi



Filling Critical Gaps

From a tool kit for the families to support repair, wheel chairs and other essentials for differently-abled and health centers, coir making machines to revive the traditional art and profession of coir making



Relief and Rehabilitation so far



Over 65,000

With comprehensive **family kits**

Work in 10 districts

85 schools and aanganwadis

300 community rehabilitation activities on water, sanitation, schools, infrastructure from ponds, roads to back water.

Channelized over **1500 tonnes** of essential material

Large scale work on employment by using waste cloth .

3 hubs with over **100 people** in the field and centers.



Goonj's work in Kodagu, Karnataka

So far 1902 families reached Virajpet, Kaushal Nagar and Madikeri



Way Forward...

- **Community level based interventions;** Holistically addressing the issues to fill up the gaps in the area of health, education, livelihood, institutional support.
- **Bottom-Up approach;** Reaching Goonj's family kits for rewarding community efforts in reviving and restoring the damaged structures, pond bodies. Last person becoming the decision maker here in indentifying the problem areas, resolving it with local wisdom and resources.
- **Focusing on neglected populations** and geographies like tribals, differently-abled..
- **Livelihood Restoration;** Restoring prevalent local livelihood opportunities to strengthen the local economy ..
- **Disaster Wastage;** Turning this material into utility products for local consumption, which will give employment to many people in the process.

Assam Floods



Nagaland Floods



Tamil Nadu - Gaja Cyclone

Simultaneous work in other disaster affected states

In the same period the team reached out to people affected by lesser known but massive floods in Assam and Nagaland.

And now working extensively in **Gaja** (Tamil Nadu) and **Titli** (Odisha). Two cyclones which created havoc but somehow couldn't find space in media amidst elections.



Odisha - Titli Cyclone

We are there.. Need you too..

As in most of the areas where people have lost their houses and belonging winters are coming up as bigger disaster .. including Wayanad and Idukki belt of Kerala !!

Cold doesn't kill people..lack of clothing does!!



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Give a second life to your unused woolens..
Join and contribute to-





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More about Goonj and it's work
on www.goonj.org

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