

Frequently Asked Questions

Q- What is Goonj's campaign in this year's Daan Utsav?

Ans: Goonj, as one of the co-creators, celebrates this festival with great enthusiasm by connecting with its pan-India community of do-gooders, encouraging people to engage in simple acts of giving. This season of giving, we urge you to spread the joy, by giving back to the community and bringing a smile to as many fellow citizens as possible. Together, we can bring happiness to the lives of many by filling in the gaps of the ever-growing **monetary and material needs**.

'Reducing, reusing and recycling' your material creates limited impact. For exponential impact on development, disaster response and people's dignity...
Goonj..it!

At Goonj we use your material to mobilise, motivate and enable people to build bridges, clean ponds, plant saplings, create private spaces for the menstruating, and reach relief to the disaster-affected...

Goonj..it goes beyond repurposing material. It goes beyond recycling and upcycling of material. This channelisation of urban waste stimulates development in rural communities. A step further than just recycling, Goonj's model of treating urban waste as a tool for rural development aims to minimise resource consumption. By utilising the material as is, its lifespan is prolonged, whereas processing of material demands energy and consumes other natural resources. In light of climate change and the challenges relating to waste, it is imperative to make a paradigm shift from conventional practices to more innovative approaches to maximise material life cycles.

Q- Where and how does Goonj plan to initiate this campaign?

Ans: In this month-long campaign starting 2nd Oct, Goonj is, with its vast community of volunteers and partners, reaching out to parts of 31 states/UTs, giving the masses of India a chance to do something for others. Anyone can contribute to these cities at the nearest Goonj Festival of Giving point. Volunteers, schools, colleges, corporates, etc have taken the lead in organizing local initiatives like collection camps and other activities. More details on <https://goonj.org/goonj-it/>

Q: What are Goonj's campaigns under the Joy of Giving ?

Ans: Goonj encourages you to involve in 3 aspects of giving in its 'Dil Ki Suno, Goonj.. Karo campaign this year :

Material, Money, and Me at Goonj's Festival of Giving Centres this Daan Utsav:

Material:

1. **Hold a Goonj Festival of Giving, in your residential area/office/school/college/club.** Give your used/unused/ household/office/stock material to us. You can engage with us for short term as well as long term. To

organise, Goonj Festival of Giving. register with us <https://forms.gle/tjbDNYkaGAUX8WeS8>

2. Focus on generating **specific and urgently required materials** like saree / wedding garments / winter clothing / school materials / cotton materials by registering here <https://forms.gle/tjbDNYkaGAUX8WeS8>
3. If you are a retail chain / e-commerce platform, join hands with us **to create a campaign** to encourage material and monetary giving. Previously Shoppers Stop, Marks & Spencer, Raymond & others have collaborated with us to create beautifully woven campaigns. To know more please refer [Pan India Giving](#) & write to jwgoonj@goonj.org
4. **Shout out to manufacturers, wholesalers, FMCG and retail chains** to contribute deadstock of material or surplus woolens, flex, sarees, katran, etc .Write to jwgoonj@goonj.org for more details.
5. **'Give us your surplus** cotton / semi-cotton linen/ towels / bedsheets / in your hotels and we will convert them into biodegradable sanitary pads. Write to jwgoonj@goonj.org for more details.

Money:

With your Material, Money Matters: Every year, thousands of tons of urban material makes their way to remote villages across India. Monetary contributions are critical for expenses on logistics, purchases, etc

1. **Take It or Make It**– Make your own Goonj Kee Gullak by upcycling items in your home. Keep it on your desk, in your kitchen or gift it to your children or parents. Raise funds by filling the gullak! This [video](#) and [Goonj Ki Gullak](#), shares more.
2. “Your extra is someone else’s need” - **Raise funds at the crowd funding page of Goonj** (<https://goonj.org/donate/>). Motivate people in your network to support us!
3. **Reach 1 Million Jholas:** You can sponsor a Goonj ka Jhola, that is sent to villages, with a contribution of Rs. 100/- for three Jholas. <https://goonj.org/donate/campaign/a-million-jhola-campaign>
4. Encourage **corporate employees to contribute a portion of their salary** and support us in various initiatives. . Sign up by writing jwgoonj@goonj.org
5. While your customers happily pay at the counter / website while **checking-out**, leave them with an emotional parting experience by giving an opportunity to contribute to Goonj. This could also be curated into a nationwide giving at all outlets / online stores of your brand. For more details write to anmol@goonj.org

Me

1. Organise **virtual / in-person sessions** in corporates, institutions and RWAs to create awareness about the work of Goonj.
2. Organise **Chuppi Todo Baithak (Breaking the silence) sessions** with your employees, students and residents to normalise menstruation through open dialogues. Register with us at njpc@goonj.org
3. Interested to **intern with Goonj for Daan Utsav 2023?** Send in your updated resume to mail@goonj.org with the subject line 'Joy of Giving Intern (Your Name)'.
4. **Create a space for art** during Goonj's Festival of Giving Encourage visitors to participate in a competition on the theme 'Climate Change'. We will select three winners from each city!
5. Celebrate the Vintage in your housing society by **inviting senior citizens for a round of games** like bingo, dumb charades, musical chairs. Involve them in this Festival of Giving!
6. Children in the society could organize a **Nukkad Natak / Street Play** to create awareness about the Goonj Festival of giving.
7. **Organize Door to Door awareness** about Goonj's Festival of Giving.
8. **Walk.. Talk.. Walk.. Talk..is Goonj's Walkathon** to create awareness 3-4 days prior to the Festival of Giving.

To take up above mentioned fundraising options, please write to jgwgoonj@goonj.org

Bring Action & Fun to your Fundraising!!

Here are a few ideas that could be taken up during Goonj's Festival of Giving, to make it more interactive and vibrant:

1. **Green By Goonj (GBG) Awareness Stall:** Create a corner to organize GBG Awareness Stall in your locality / corporate / school / college / hotel / club / association for the sale of the collection of innovative lifestyle products evolved from last shreds of cloth and other material that Goonj gets.
2. **Organize a Kitaab Fair** at your school / college: Read / buy books that people loved. Poetry, Classic, Fiction, Mystery, you name it we have it!!
3. **Kabaad Se Jugaad:** Inviting students in colleges / schools to make something out of waste and sell it to raise funds at the flea market organized by the students for the students / parents / teachers under the theme of Environment & Sustainability!
4. **Creative Gullak Making activity:** Involve kids in making gullaks creatively while inculcating the habit of saving for someone's dignity.

5. Skip, Jump & Raise Funds for Goonj: Every round you skip using Green By Goonj up cycled skipping rope made of katran, you contribute Re.10 into the Donation Box
6. Easy to do diya decoration ideas which could be done at home. The decorated diyas could sold to raise funds
7. Hula Hoop Challenge: Invite fellow residents for a Hula Hoop Challenge wherein 2 or 3 teams could be made based on the number of participants. Every round of Hula Hoop by a team successfully means the other teams will have to contribute Rs.10 to the Goonj Donation Box.
8. Goonj.. Ka Gully Cricket: With the fever of World cup everywhere, Goonj.. ka Gully cricket could be a fun activity to raise funds and have a blast. There could be teams formed and the number of runs made by a team means that much amount raised for Goonj.
9. Cookies & Lemonade Sale: Lovely edible items made could be put up for sale, the proceeds could find its way to Goonj to support the many causes implemented pan India.

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Q- How can I initiate a collection drive in my city?

Ans: There are two types of collection efforts you can take up depending on your capacities:

- Public Collection Centers (PCCs): Run by volunteers. Open to the more significant public irrespective of area.
- In-House Collection Centers (IHC): Collection camps within your colony, school/college, office, etc.

Do watch this video for a step-by-step process to organize collections –

- [In Hindi](#)
- [In English](#)

Once you set the venue, dates, and timings for collections, register with us [here](#) -

Q- What are the guidelines for conducting a collection camp?

Ans: Below mentioned are the guidelines for conducting a collection camp:

- **Venue:** Choose a covered venue with high visibility that helps in safe material storage. In the case of a Public Collection Centre, please ensure the safety of the material. The collection area should be approximately 500 sq ft.
- **Permissions:** Take permission in writing from the concerned authorities to avoid any misunderstanding. For instance, from your RWA, school principal, etc.
- **Authorization letters:** Letters will be issued once the camp is finalized (These are needed in case of collection camps open to the public and Public Centres).
- **Awareness:** Spreading information about the camp is critical to maximize visitors and ensure a good collection. Use the Goonj leaflets, mailers, and social media platforms like Facebook, Twitter pages, and Whatsapp groups, or simply make personal calls to disseminate the information to as many households as possible.
- **Stay in touch:** Get people to share their contact details while giving the material, a format will be shared with you. The data will be used by Goonj and will help keep people updated about our work.
- **Mass Media:** Kindly get prior permission from Goonj for communication material like press releases, and society notices that would need our approval/ consent. before it goes public.
- **Publicity Material:** Once the venue is fixed, please let us know the venue address, timings, date of collection, local volunteer name and number, and who can be the point of contact for Goonj and people. We will insert these details on the leaflet/posters and send them across to you.
- **Monetary Contribution:** Refer to Goonj's online contribution page for details. People can also drop money in envelopes provided by Goonj at Goonj's collection centers and fill in their details like name, address, and amount to help us issue the receipt. A receipt will be issued by Goonj only based on the information given on the envelopes.
- **Logistics:** Do work out the logistics with the concerned team member of Goonj.

Note:

- Involvement of any political outfit is not allowed any of the Goonj Festival of Giving activity..
- Do not involve local media without informing us.

Q- How can I volunteer in Goonj's JGW campaign this year?

Ans: Volunteers are the backbone of our work and this campaign. Since we are trying to reach out in cities where we don't have formal offices, we want volunteers to take the lead in such places. Typically, in each city, we will be forming a core group of volunteers who will lead the campaign in their city for coordinating on various aspects like:

- Scouting and arranging space for collection camps (PCC or IHC) for collecting and storing material, a big hall or a godown will do, to keep for 2-3 weeks after JGW
- Helping Goonj in making arrangements in local packing, transportation, etc.

- Connecting with local communication channels, spreading the word through local communication channels like RWA Facebook pages, Whatsapp groups, Internal Newsletters, Online Blogs, etc.
- Inter State Transportation: Help tie up with local/state level transporter to move material to the nearest Goonj office.

Register with us [here](#)

Q- How can my school/college/corporate/club / association / hotel / hospital / tuition centre/ retail chain / bulk manufacturers participate/contribute to Goonj's JGW campaign this year?

Ans: Institutions like schools, colleges, corporate, retail chains, bulk manufacturers, association, clubs, hotels, hospitals and tuition centres can connect with the campaign under 3 Ms in many ways like:

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Provide space for storage for 3 to 6 months in locations where we do not have offices. (Office locations: Delhi, Kolkata, Rishikesh., Mumbai, Bangalore, Hyderabad, Chennai, Kochi, Patna, Bhubaneshwar & Ranchi). For the list of cities where JGW will be taken up, please refer <https://goonj.org/goonj-it/>

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Q- Who can be a part of Goonj's ' Dil Ki Suno, Goonj Karo' campaign in the upcoming JGW?

Ans: You can be a part of our this year's JGW campaign if:

- You can organize a collection drive:
- You are an individual in a colony

- You are a professional in his/her corporate
- You are a students in school/college
- You are a shopkeeper who can give your unsold or soon-to-expire material.
- You have dead inventory from departmental stores, clothing stores, E- commerce sites. Hotels and hospitals have a lot of unused material in bulk and can contribute the same.
- You are in wholesale/ textile ministries that are a great source of cloth in bulk.
- You are a club / association member
- You run tuition centres

Q- What support will Goonj provide me in organizing an activity / create a space for Goonj's Festival of Giving during JGW?

Ans: For taking up any activity in your area, please first register with Goonj so that our team can assist you with information on how to take up the activity.. The team will also provide you with communication material such as posters, leaflets, and videos to help you get the message across your network which will ensure maximum participation. We will connect you to other volunteers in your city for support and further spread as well as publicizes your activity on Goonj website & other channels.

Q- Will Goonj provide transportation support for moving the collected material to a Goonj office from the city?

Ans: We are trying our best to provide transportation support wherever possible but if you are able to generate any resources or connections for this major cost that would help our efforts in a big way. You can even send the material through delivery apps like Porter.

Q- How can I transfer monetary contributions?

Ans: Here are some options below to contribute:

Refer to Goonj's online contribution page for the details: <https://goonj.org/donate/>

You can also drop a cheque/ draft in the name of GOONJ in any HDFC branch or send it to GOONJ to J-93, Sarita Vihar, New Delhi-110076, Te;,- 011-41401216.

Please send your full name, address, telephone number, and Pan number for receipt purposes mentioning your choices to priyanka@goonj.org

Here are two other options:

1. **Take it or Make it**- Save and Contribute through our Gullak.. learn more about [Goonj Ki Gullak](#),
2. Register with us to organise creative fundraising activities in your area/office etc at jwggoonj@goonj.org

Q- Will people be collecting money during collection camps? Will your volunteers be issuing receipts for monetary contributions at the collection venue?

Ans: People can put money in envelopes provided by Goonj at Goonj's collection camps and fill in their details like name, address, and amount to help us issue the receipt. A receipt will be issued by Goonj only, based on the information given on the envelopes within 7 days . Online contributions through QR codes will also be available at the camp venues.

In case you still have some unanswered queries, please write to jgwgoonj@goonj.org and the team will get back to you shortly.

Do keep an eye on the latest JGW updates: Facebook Page, Twitter Handle, and Instagram

Know more: <https://goonj.org/goonj-it/>

To participate, write to jgwgoonj@goonj.org