

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

COLLABORATING WITH GOONJ

Multiple ways of engaging with Goonj; wherein **retail chains**, **e-commerce platforms** collaborate to host an initiative to encourage material and monetary giving

ABOUT GOONJ...

- Goonj uses urban discard as a tool to alleviate poverty and enhance the dignity of underprivileged population
- Initiatives focus on rural community development, menstrual hygiene , disaster relief and education
- It has evolved the genesis of a parallel economy - which is not 'Cash' based but 'Trash' based



Founded
in 1999



1000+ team
members and
800+ volunteers



6200+
developmental
activities (2017-18)



Activities in
4600+ villages
across 23 states



Manages 5,000+
tones of waste
material annually



250+ Grassroots
organization
partners



GUIDING PRINCIPLES OF GOONJ

1

Recognizing and Valuing the potential of local resources and traditional wisdom of people.

2

Focusing on receiver's dignity instead of donor's pride..

3

Focusing on ignored issues and the most basic needs

4

Collaborating with organisations to increase effectiveness and scale..

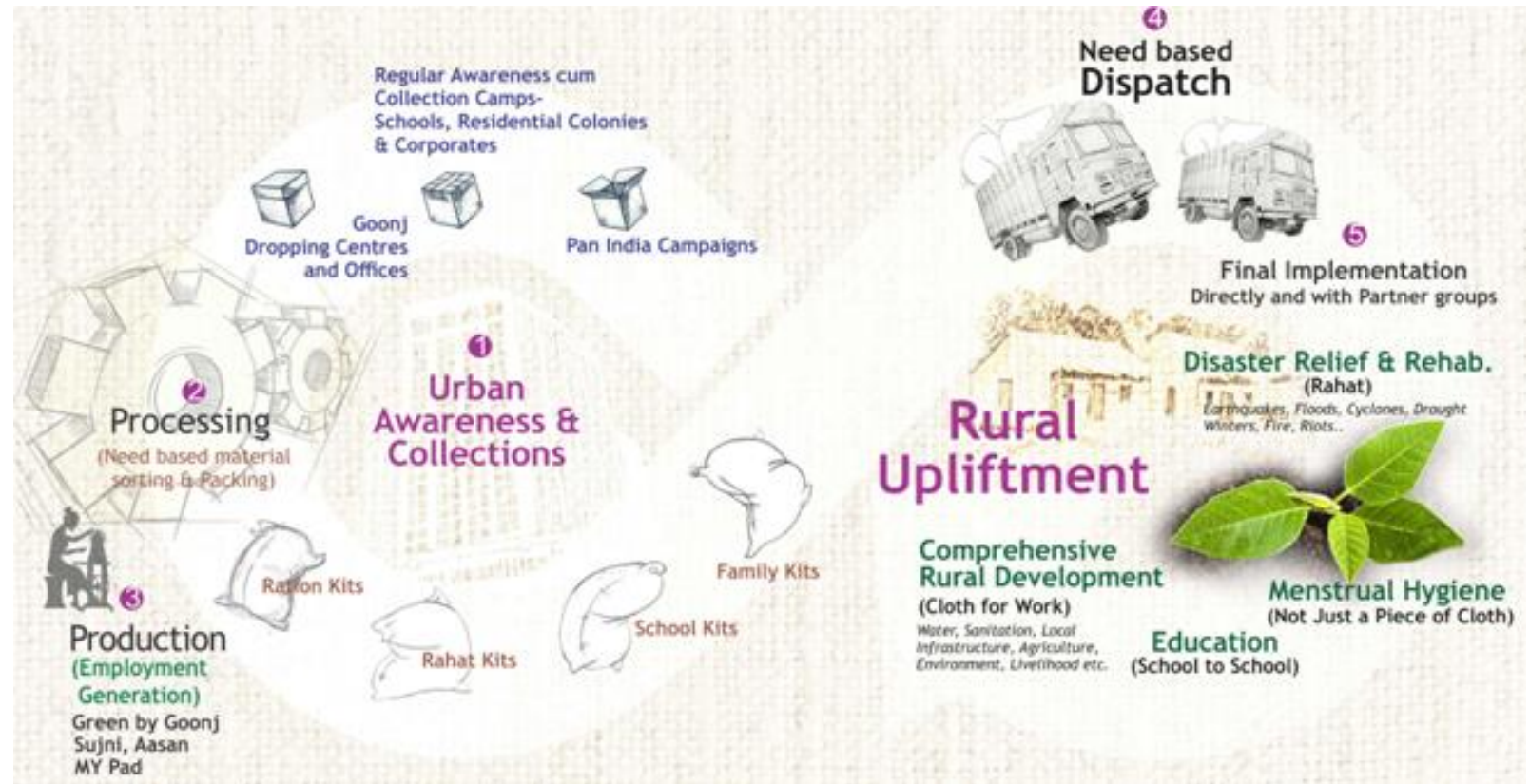
5

To view every individual as an equal stakeholder rather than a donor-beneficiary relationship



CIRCULAR ECONOMY IN PRACTICE

Process of converting waste material into usable kits for rural upliftment



External Stakeholders involved

Individuals, corporates, institutions (like schools, colleges, clubs, RWAs), FMCG brands, etc.

Remote rural communities and Grassroots organizations including Government agencies

Some of our successful partnerships in the past were beautifully woven to encompass Goonj's ethos and approach while sharing our operational overheads.

Campaigns

in association with

Ek Jodi kapda



Share the language of love



Joy of Exchange offer



Holi clothes collection



Your small change has the power to bring big change



Some of our recent campaigns with retail chains and e-commerce platforms...

Campaigns

in association with

Steppin'



PUMA®

Free stitching, on every trouser exchanged



Holi clothes collection



Recycle old clothes for a Cause

SHOPPERS STOP

Exchange. Earn. Upgrade: Myntra Fashion Upgrade



Myntra

Kerala Flood Relief



Some other associations...



A check-out giving association with Marks & Spencer



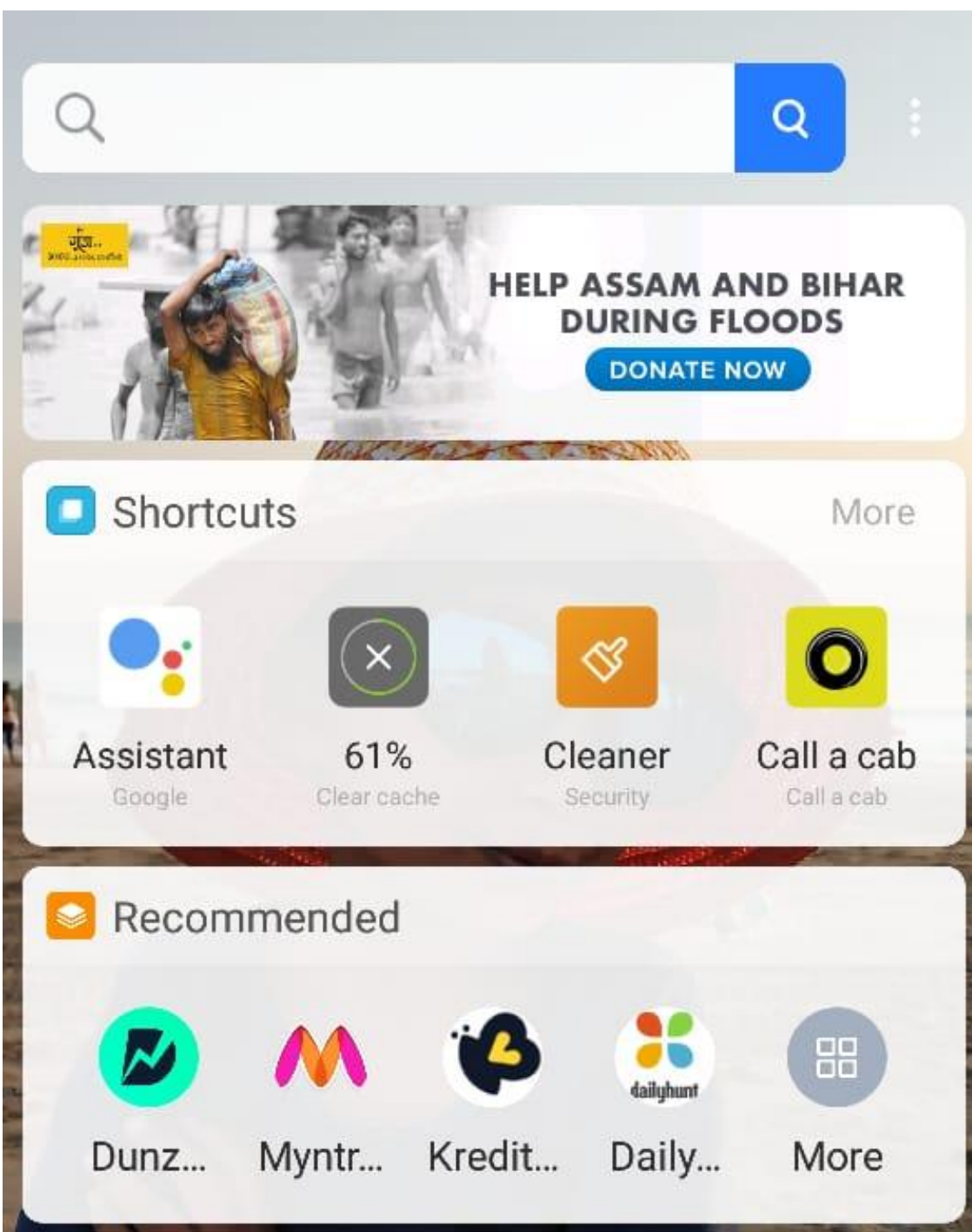
**Your small change has
the power to bring big change**

Check out Giving and cloth exchange –
Check out giving was taken up in 58 stores
and over 1 lakh units of clothing were
received from 60 stores of Marks and
Spencer

Any amount you leave behind over and above your bill will be donated to
Goonj for their innovative development work on neglected rural issues.

MARKS &
SPENCER
LONDON


गूज..
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Traffic Diversion on XIAOMI devices

A recent collaboration with XIAOMI where the traffic on XIAOMI devices was diverted to Goonj's payment gateway.



E-commerce partnership with Amazon – Material Contribution

A recent association, where Amazon collaborated to raise material as well as monetary contributions for Goonj after Cyclone Fani.

amazon.in
Try Prime

Deliver to Goonj
New Delhi 110076

Shop by
Category ▾

Buy Again

Anmol's Amazon.in

Today's Deals

Amazon Pay

Sell

Customer Service

All ▾

Q

amazon prime

FREE fast delivery,
movies & more

Hello, Anmol
Your Orders ▾

Try
Prime ▾

Your
Lists ▾

Cart

Your Lists

Your Idea Lists

Your Friends

Q Find someone's list

Goonj

Remember

RAHAT CYCLONE (FANI)

RAHAT CYCLONE (FANI)

More

"URGENT APPEAL to join GOONJ's 'FANI Calling' campaign. Severe Cyclonic storm Fani has devastated East Indian coastal regions of Odisha, Andhra Pradesh, Tamil Nadu and West Bengal. Over 8 lakh people have already been evacuated and 880 shelter homes have been set up in this region. The impact of the cyclone is likely to be much more than 1999 super cyclone. This cyclone will impact millions of people across 4 states, many of whom have still not recovered from severe cyclones Titli and Gaja, last year. Their resources are even more limited. The situation will be severe. Goonj is gearing up to be with the people the way it has done in the past two decades. You are needed too! for more details visit www.goonj.org"

Q Search this list

Filter & Sort ▾

Fani Cyclone Relief Kitchen Kit - 1 Kitchen Knife/ Set of 6 Dishes/ 3 Glasses/ 1 Bucket/ 1 Mug

1 offer(s) from Rs.391.00

Priority: Highest | Quantity: 700

Has: 642

Item added 4 May 2019

See all buying options

Buying this gift elsewhere?

Fani Cyclone Relief Home Kit - Chappals 2 adult and 2 children/ Gumboots 1 pair/ Bath towel 2pcs/ Bedsheets set of 2

1 offer(s) from Rs.850.00

Priority: Highest | Quantity: 500

Has: 87

Item added 4 May 2019

See all buying options

Buying this gift elsewhere?



E-commerce partnership with Amazon – Monetary Contribution



Select payment method

Saved cards

| | | Name on card | Expiry |
|--|-------------------------------------|---------------------|-----------|
| <input checked="" type="radio"/> VISA | Visa ****5355 | Ram Prawesh Sharma | 05 / 2022 |
| Enter CVV | <input type="text"/> What is CVV? ▾ | | |
| <input type="radio"/> VISA | Visa ****9080 | Amresh Sharma | 10 / 2021 |
| <input type="radio"/> MasterCard | MasterCard ****6401 | Amresh Kumar Sharma | 12 / 2033 |

Other payment methods

- ☐ Add your card
- ☐ Netbanking
- ☐ BHIM UPI [What is UPI?](#) ▾

Order Amount

₹ 500.00

Pay Now



100% Buyer Protection Guarantee

[Learn more](#)

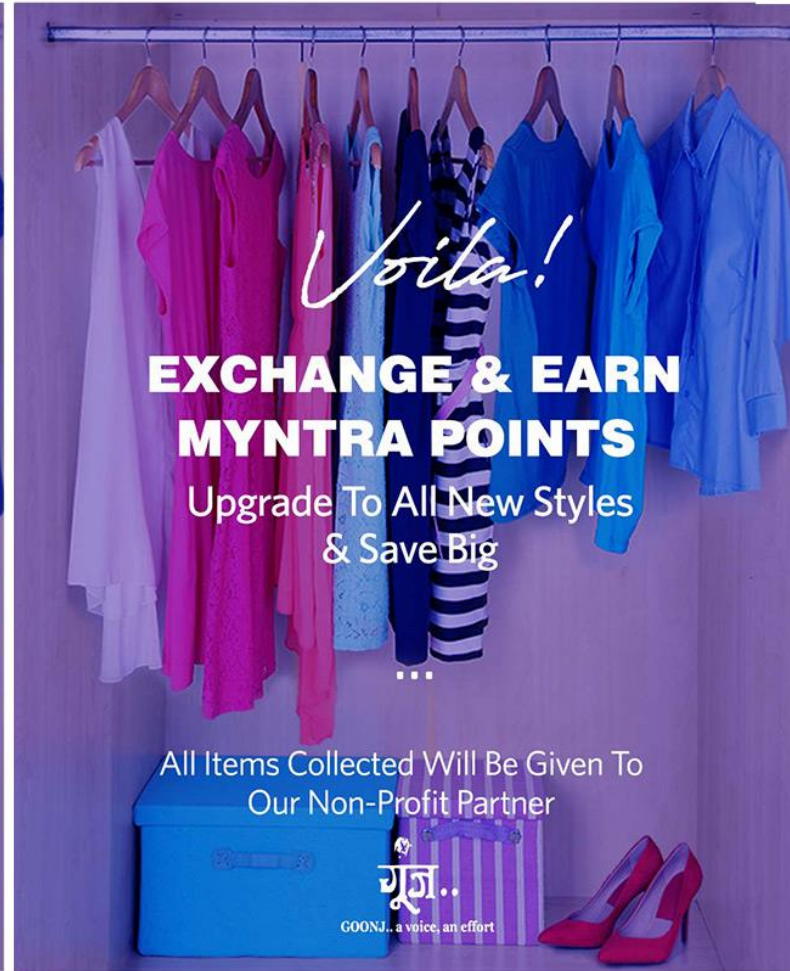
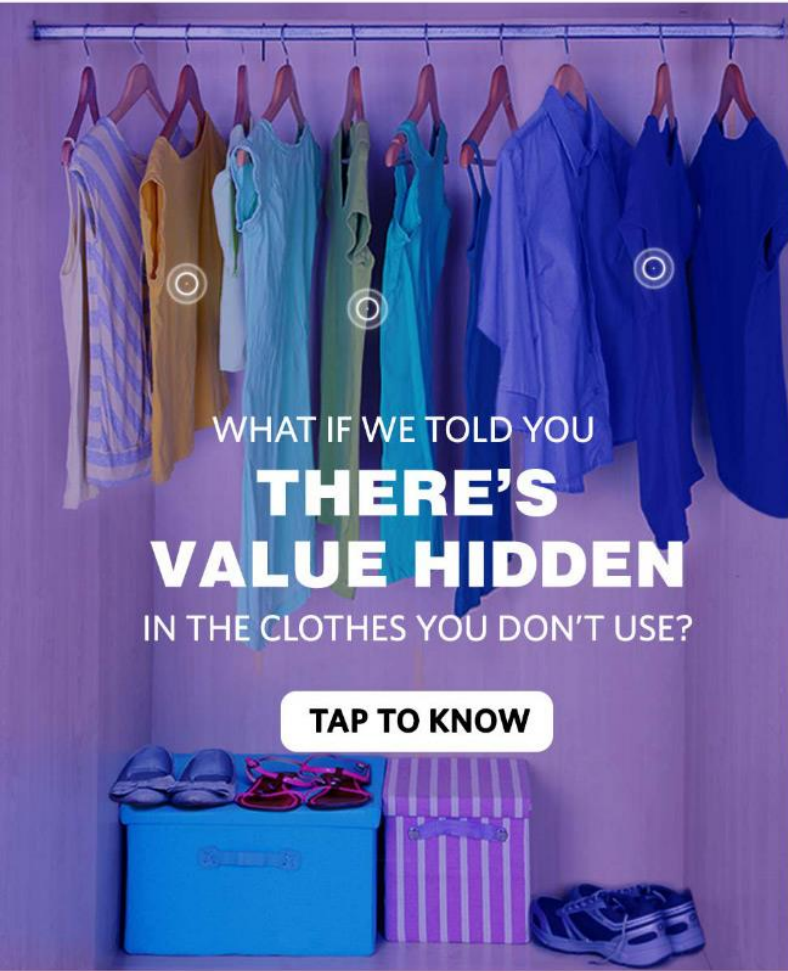
A campaign with Myntra

Over 2 lakh units of clothing received from
26 stores of Myntra pan India

EXCHANGE

UPGRADE

BRING SMILES



After clicking on tap to know, screen-image on the left will change to the image on the right



EXCHANGE NOW

All Items Collected Will Be Given To Our
Non-Profit Partner **Goonj**

0000000

Items Pledged So Far...

A campaign with Raymond

Over 1 lakh units of
clothing received
from 287 stores of
Raymond all over
India



**FREE STITCHING,
ON EVERY TROUSER
EXCHANGED.**

Collected trousers will be given to
the underprivileged through Goonj.

RR | LOOK GOOD
DO GOOD

Conditions apply.
An Initiative by Raymond in association with गून्ज..
From September 1st - 30th GOONJ.. It's voice, an effort

Raymond

The Complete Man

Association with Big Bazaar on Holi

During the campaign at the time of Holi, over 24 thousand of clothing units were received from 75 stores of Big Bazaars pan India.

In the same year, over 2 lakh units were received as bulk contributions from Big Bazaar.

Last year, after the Kerala floods, Big Bazaar also contributed large quantity of blankets for Goonj's relief operations in Kerala.



**This Holi save your Holi Clothes
from becoming an enviromental burden
and get rewarded**

22nd - 30th March



Rinse your cloth in
plain water, dry properly
and bring it to the store



We give you a ₹100*
Big Bazaar voucher for
each garment



Goonj will pick up
the garments and
convert these into rugs

BIG BAZAAR
Making India Beautiful

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* Max Rs 200 voucher per person / mobile number

SHOPPERS STOP

START SOMETHING NEW

in association with



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RECYCLE YOUR OLD CLOTHES FOR A CAUSE!

REWEAR

Good condition wearable material will be added to family kits made by Goonj (clothing for the entire family)

REUSE

Cotton material will be used for making reusable cloth sanitary pads for women

RECYCLE

Non-usable clothes will be shredded & woven into quilts, mats & multi-purpose cloth bags.

First Citizen
SHOPPERS STOP

GIVE AWAY YOUR OLD CLOTHES &
GET 500 POINTS*

KNOW MORE

An ongoing campaign with
Shoppers Stop

An ongoing campaign with Shoppers Stop, where Shoppers Stop is contributing to Goonj throughout the year through various campaigns from time to time.

In the 1st quarter, the campaign was run in 55 stores of Shoppers Stop in India. So far, approximately 27 tons of material has been raised through this campaign.

AWARDS AND ACCOLADES

2004, 2009



2004



2007



2007



2008



2009



2009



2009



2010



2010



2012



2012



2014



2014



2014



2014



2015



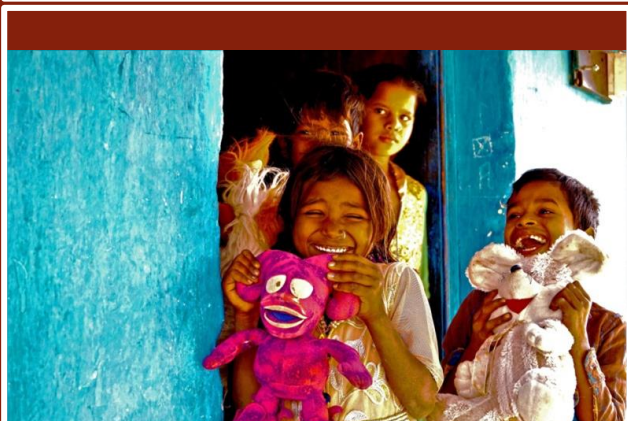
2017



2018



Source: Company Website



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