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+ tonnes of waste material annually
- 250+ Grassroots organization partners
Focusing on receiver’s dignity instead of donor’s pride.

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

Focusing on ignored issues and the most basic needs.

Collaborating with organisations to increase effectiveness and scale.

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

GUIDING PRINCIPLES OF GOONJ
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

CIRCULAR ECONOMY IN PRACTICE
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

Whirlpool

Johnson & Johnson

pantaloons

Tide

MARKS & SPENCER

Your small change has the power to bring big change.

Share the language of love

Joy of Exchange offer

Holi clothes collection
Some of our recent campaigns with retail chains and e-commerce platforms…

<table>
<thead>
<tr>
<th>Campaigns</th>
<th>in association with</th>
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<tbody>
<tr>
<td>Steppin’</td>
<td>PUMA</td>
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<tr>
<td>Free stitching, on every trouser exchanged</td>
<td>raymond</td>
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<tr>
<td>Holi clothes collection</td>
<td>BIG BAZAAR</td>
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<tr>
<td>Recycle old clothes for a Cause</td>
<td>Shoppers Stop</td>
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<tr>
<td>Exchange. Earn. Upgrade: Myntra Fashion Upgrade</td>
<td>Myntra</td>
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<tr>
<td>Kerala Flood Relief</td>
<td>Flipkart</td>
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Some other associations…
A check-out giving association with Marks & Spencer

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.

Your small change has the power to bring big change

Any amount you leave behind over and above your bill will be donated to Goonj for their innovative development work on neglected rural issues.
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.
E-commerce partnership with Amazon – Monetary Contribution

Select payment method

Saved cards

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<th>Name on Card</th>
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</table>

Other payment methods

- Add your card
- Netbanking
- BHIM UPI

Order Amount: ₹ 500.00

100% Buyer Protection Guarantee
Learn more
A campaign with Myntra

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

WHAT IF WE TOLD YOU
THERE'S VALUE HIDDEN IN THE CLOTHES YOU DON'T USE?

EXCHANGE & EARN MYNTRA POINTS
Upgrade To All New Styles & Save Big

Voila!

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

EXCHANGE NOW

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

0000000
Items Pledged So Far...

After clicking on tap to know, screen-image on the left will change to the image on the right
A campaign with Raymond

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

FREE STITCHING, ON EVERY TROUSER EXCHANGED.

Collecteted trousers will be given to the underprivileged through Goonj.

Look Good Do Good

An initiative by Raymond in association with...
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.
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.
Goonj has achieved multiple awards & industry recognition as a result of its relentless effort to make the world a better place over the last ~25 years …

Source: Company Website
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