



गूज..

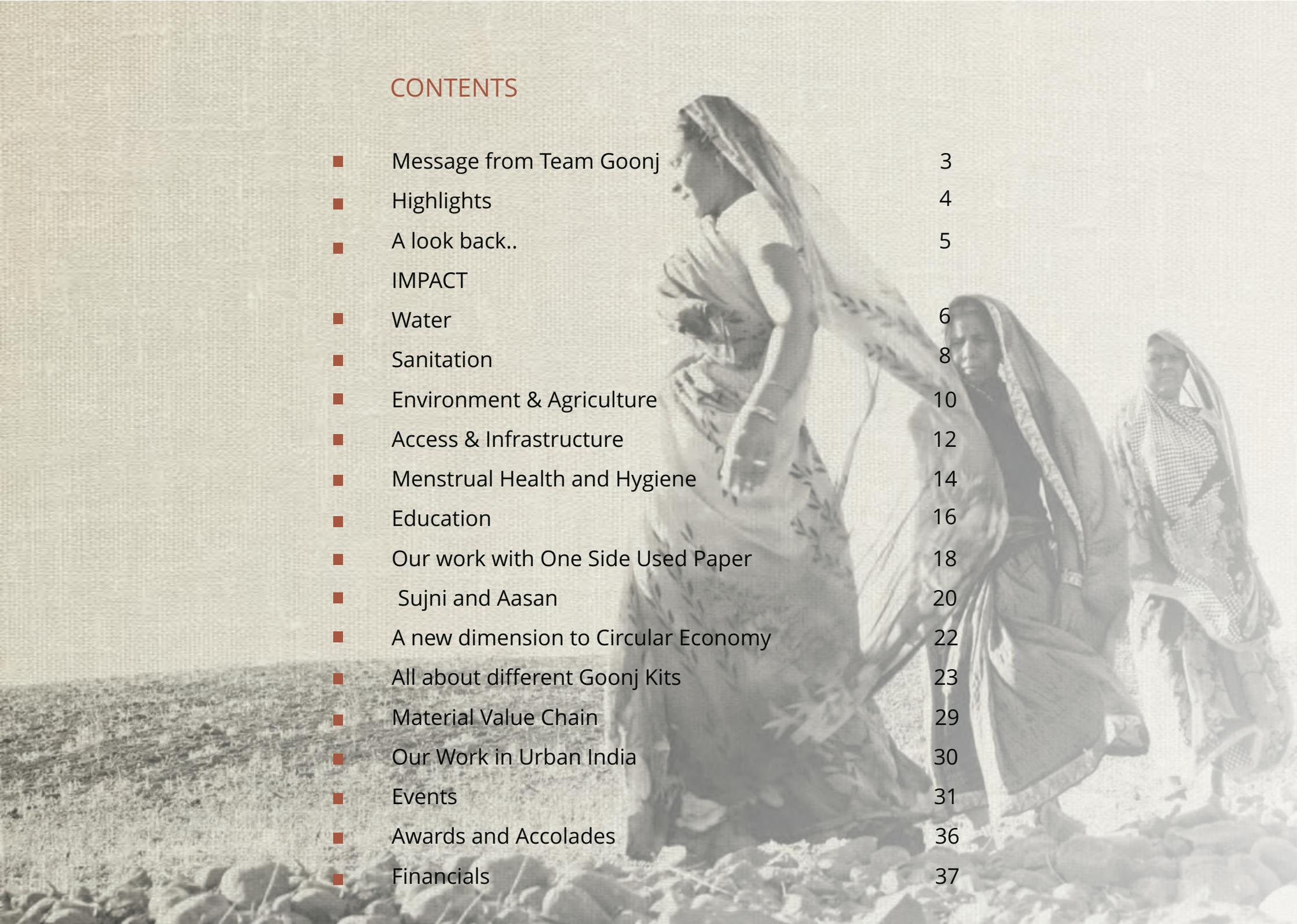
GOONJ.. a voice, an effort

ANNUAL REPORT | 2017-18



CONTENTS

■	Message from Team Goonj	3
■	Highlights	4
■	A look back..	5
	IMPACT	
■	Water	6
■	Sanitation	8
■	Environment & Agriculture	10
■	Access & Infrastructure	12
■	Menstrual Health and Hygiene	14
■	Education	16
■	Our work with One Side Used Paper	18
■	Sujni and Aasan	20
■	A new dimension to Circular Economy	22
■	All about different Goonj Kits	23
■	Material Value Chain	29
■	Our Work in Urban India	30
■	Events	31
■	Awards and Accolades	36
■	Financials	37



Dear Friend of Goonj

One more year of learning from the grassroots, a series of innovations and spreading thin and deep.

While putting together this annual report for the last year we are in the midst of floods relief work in Kerala, a state that has not known floods... witnessing the worst floods and landslides. Similar floods have also devastated some other states too...

Goonj was initiated on a very basic question, "Why do we need a disaster to reach out to people even though half the world doesn't need a disaster. Poverty in itself is a big disaster." We found that winter is a much bigger disaster than earthquakes or floods, in terms of suffering. We realized that fire in the villages and slums is another ignored disaster which affects lakhs of people every year.

In the last 19 years of our work we have tried to bring attention and resources to these invisible disasters as they bring life back to zero every few months. Our Cloth for Work initiative turned out to be a game changer after disasters as the affected people worked to revive their infrastructure, water bodies to roads to receive the relief kits with dignity. As we look at the year gone by we notice that the urban surplus we are channelizing to rural India has a huge impact, not only in saving and reviving our natural resources but in redefining the economic well-being of the families receiving the carefully curated material, as a reward.

We are still discovering many layers and aspects about our work and its impact on the last person we connect with. The Good news is.. that the idea is spreading, getting much more acceptance and a simple piece of old cloth or shoe or a utensil to furniture is turning into a huge resource for hardcore rural development works. It is growing bigger and deeper with the contribution of the masses in the cities and villages. That gives us hope everyday..

This year's report has some insightful information and some powerful pictures from the Bharat in our India; a true depiction of the power of the so called powerless and skills of the so called un-skilled. Hope you also enjoy looking at them..

At the end of 19 years of work.. it's time for change..and churning.. We have been speaking about Goonj 3.0.. that churning is on our mind.. to find a new path, a deeper one.. The goal is to make sure that people replicate and multiply.

Join Us and as I always say- Lagey Raho.

with warm wishes

Anshu Gupta
Founder
(On behalf of Team Goonj)

HIGHLIGHTS of the year 2017-18

3660+
Villages worked with

4200+
Rural Development Activities

4000+
Tonnes of Material Handled

1,40,000+
Family Kits reached

10,41,000+
MY Pads reached

39000+
School Kits reached

600,000+ Kgs* Cloth Upcycled

* (Green by Goonj products, Sujni, Aasan, Dari and MY Pad Dignity packs)

A look back..

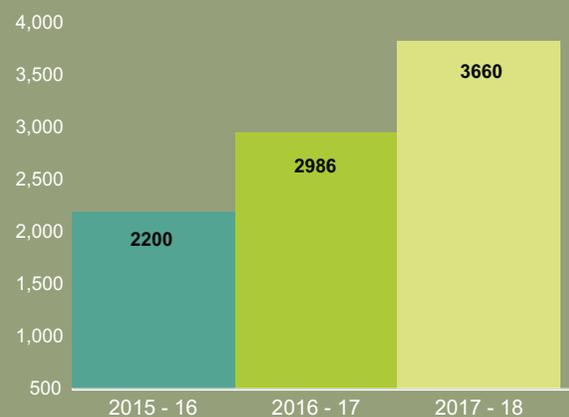
Goonj works on turning old material as a resource for hundreds of rural development activities. Communities have built huge bamboo bridges, dug up wells, have done bunding of acres of land, developed small irrigation canals, built drainage systems, built village schools and have taken up massive exercises of repairing roads, developing water harvesting systems to cleaning up water bodies. All these works are done but by making people understand their own community power and giving usable old material as a reward.

In remote villages across India, every year our work is growing and spreading. In the last three years alone there has been more than **60% increase** in the number of activities.

Even though our work is sector agnostic we see a deep direct impact on various issues like Water, Agriculture, Sanitation, Education, Menstrual hygiene and Access for the communities we work with. We treat these communities as our rural stakeholders and put the decision making on what issues will be prioritized, in their hands. That's why they work with a sense of ownership with their own resources and wisdom.

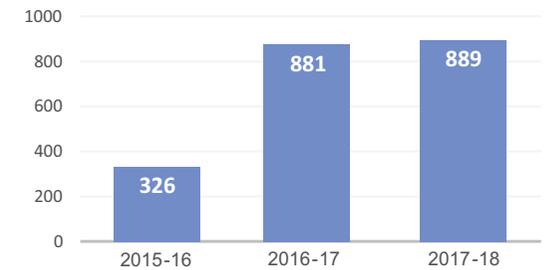
Every day it reminds us that when we value people, value their wisdom and resources and treat them with dignity, amazing things happen. Different need based Material Kits are their only reward and motivation for the efforts they make to solve their own problems.

Number of Villages we worked in..

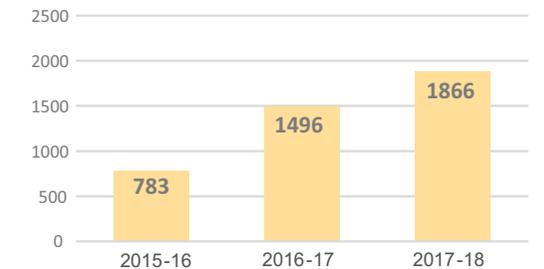


Here's the comparative view on the activities done in last 3 years under Cloth For Work

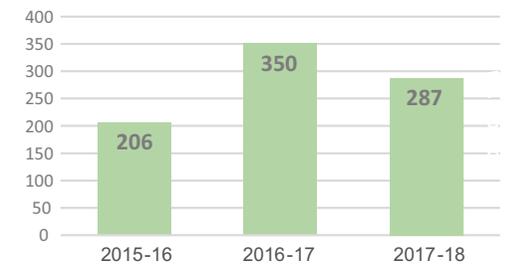
Water related issues



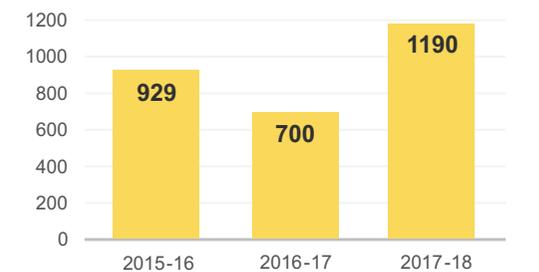
Access & Infrastructure related activities



Environment & Agriculture related Activities



Sanitation related Activities





Turning Urban surplus
into a resource for
Water Conservation..



889 water related activities

India's water crisis is a well known fact and the worst affected is rural India where traditional water sources like wells, ponds, rivers and dams are fast dwindling. Goonj works with the core principle of **Improving Before Changing**. Focusing on reviving the already present water related resources in villages, Our teams mobilize village communities to clean their ponds /wells and revive their water bodies using local resources and indigenous knowledge..

Apart from improving the quality of water, these activities have impacted lives of people struggling with droughts and water scarcity. It also impacts many other issues like agriculture, economic well-being, nutrition, education, migration and makes the quality of life of the communities better, especially women.





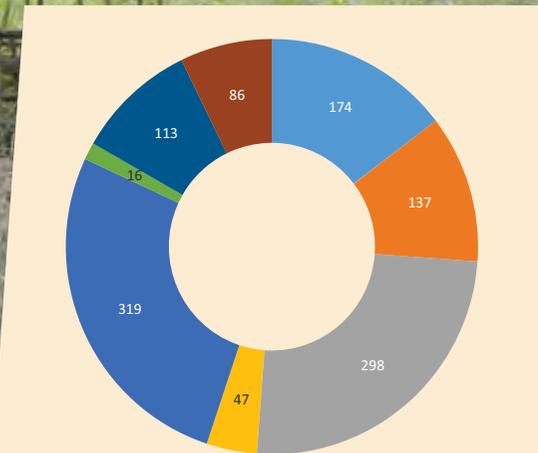
Sanitation



1190 activities

Sanitation connects directly to the health of people so cleanliness drives including road cleaning, cleaning water bodies in vicinity, cleaning of schools/aanganwadis and community spaces like parks etc were undertaken. Also unclogging of drains was carried out at massive level.

Their reward was carefully designed "Family kits" comprising of re-purposed basic essentials like clothing, utility items given by people from cities.



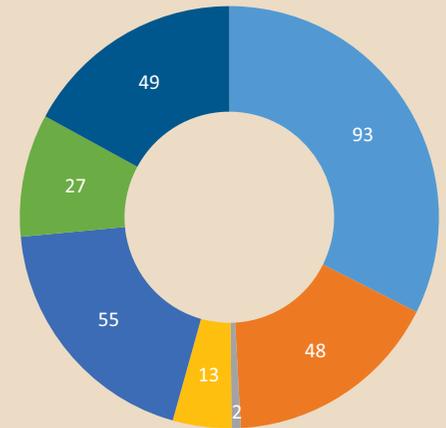
- Road Cleanliness
- Drainage Cleaning
- Village /Colony cleaning
- Handpump premises and Water body premises cleaning
- Community areas/ Meeting point/ Temple School/ Park/ Learning centres & AWC
- Toilet/Bathroom making/repairing
- Dustbin making
- Other Activities



Agriculture and Environment



Planting of more than 20,000 trees is a new beginning..



- Kitchen garden
- Land bunding
- Irrigation and seed sowing
- Community farming
- Plantation
- Compost pit
- Other activities

This year people in rural India worked on community farming, land bunding, making kitchen gardens and irrigation and other related activities to make their agriculture better across the country. Like water, agriculture is deeply connected to the life and well-being of rural India. People worked on 185 such agricultural activities and 102 environment conservation activities.

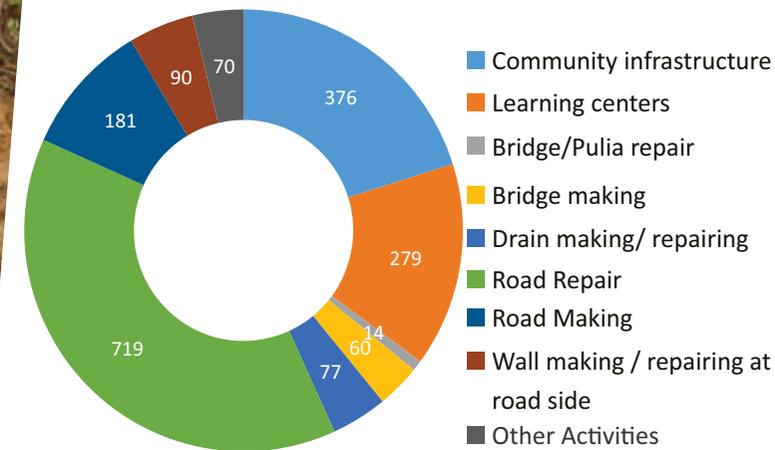
This work has been taken up largely on the initiative and prioritizing by the rural communities themselves. The result is improved agricultural output, better nutrition and cut down on seasonal unemployment.

Access and Infrastructure





1866
activities



Development and strengthening of local infrastructure and access has over the years emerged as a strong point of Goonj's work in rural India. Our pragmatic and cost-effective approach involves use of local skills, enterprises, labor, raw materials and indigenous knowledge of the local community to undertake big projects like making bridges, making/repairing roads and similar large-scale development activities.

This bottom up approach also enables better maintenance of existing infrastructural assets while encouraging local community participation and ownership in taking care of what they have.



Menstrual Health and Hygiene



Reached 10,41,100+ 'MY Pads'
Organised 1400+ "Chuppi Todo
Baithaks" (Break the Silence
Meetings) with men and women
in cities and villages

Not Just a Piece of Cloth initiative is more about breaking the culture of shame and silence around menstruation. This is attained through providing sustainable biodegradable better piece of cloth to women who struggle for cloth every month. When people from urban India contribute their cotton cloth like bed sheets, curtains and shirts, cloth pad is one of the many useful things for rural India, we turn the un-wearable cloth into.

We use 'MY Pads' as a tool to normalize the highly taboo issue of menstruation to create the space where women can talk about their menstrual challenges, breaking the strong culture of shame and silence around it. **Chuppi Todo Baithaks**(Break the Silence Meetings) are the meetings with women\ men to open up a dialogue and initiate conversation on this issue.



School to School
Filling critical resource gaps in education

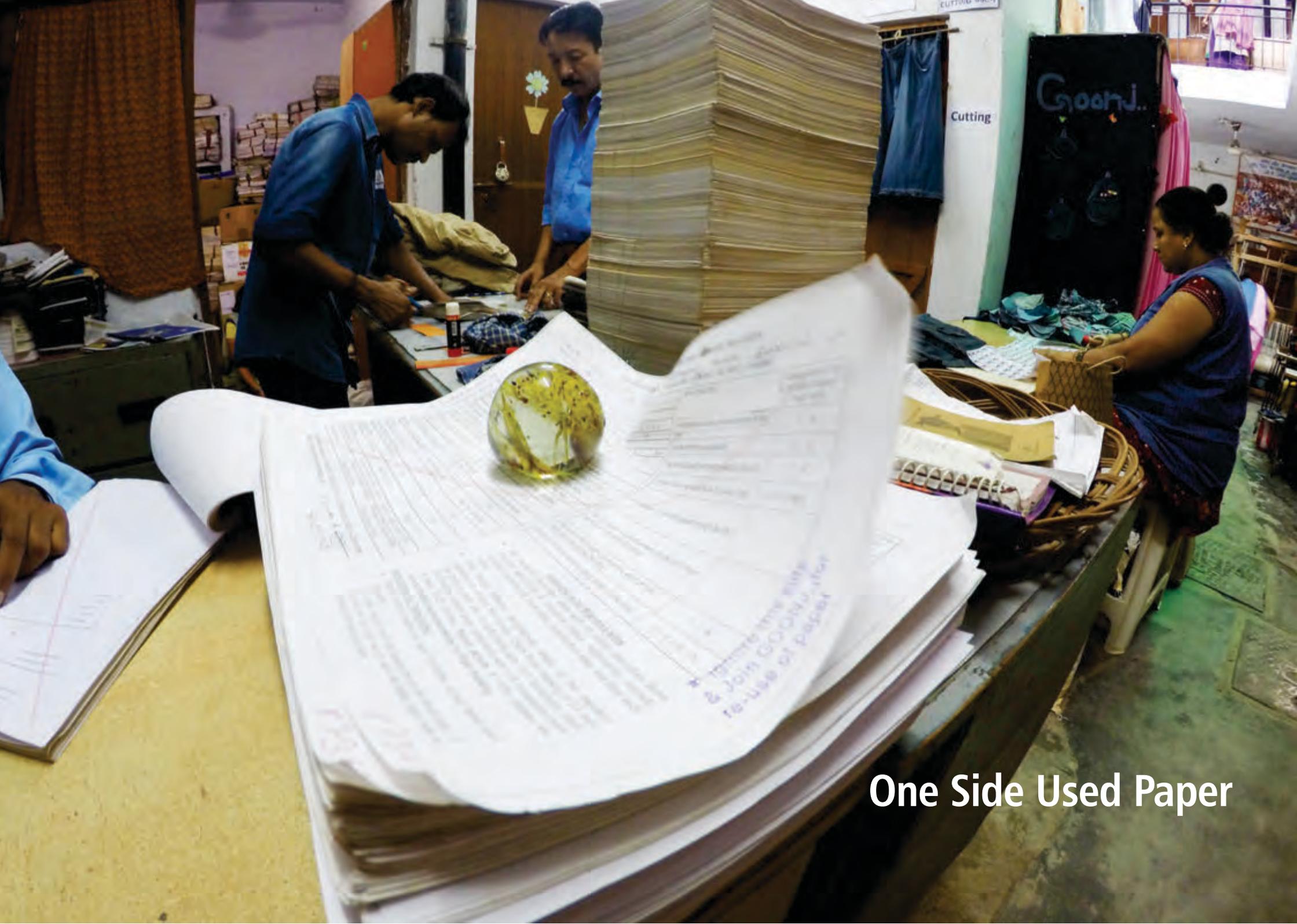


39,416 School Kits in over
2150 schools and other educational
setups in over **1240** villages..

Over **1,35,000** books and notebooks
reached

Goonj works with children in urban and rural schools on two opposite ends of the resource spectrum of abundance and scarcity for learning material like stationery, books and uniforms. Goonj's 'School To School' initiative is bridging this gap by channelizing underutilized urban school material as a resource for addressing the gaps in rural educational resources with dignity.

All stakeholders in education; teachers, children, parents, local community get involved in addressing the issues of learning and education. Children take up various learning and behavior change activities for which they are rewarded with School Kits.



One Side Used Paper



1,44,900+ sheets of
One Side Used Paper
re-used..

We haven't bought a single sheet of paper since our inception and we also inspire other organizations of such practices that lessen the environmental burden of waste



Sujni & Aasan



114,523+ Sujnis and Aasans providing livelihood to hundreds of women..

An innovative idea born out of need. Sujni is the traditional cloth quilt of rural India layered with tattered and shredded pieces of clothes stitched together. It's used as a quilt in winters and as a mattress in summers and Aasan is a small sitting mat, made out of layering up torn cloth pieces.

Circular Economy in Practice



Giving a larger dimension to massive quantities of under-utilised material (without changing its nature or utility) as a huge resource for solving difficult challenges for the most marginalised communities across India. Instead this discard is empowering people to solve their own problems and enhancing their dignity in the process.



Goonj.. KITS

Turning urban surplus
into a resource for
neglected basic needs
of people



All the material collected from the cities is carefully turned into various specific Material Kits, after careful need assessment of people in the villages of India. After rigorous sorting, segregating, repairing, stitching and mending, material is carefully packed into comprehensive kits for different needs of rural communities in far-flung remote villages.

No one gets these kits free, instead these are given as reward for the efforts of people to solve any of their neglected issues. That's how these kits turn into a powerful resource and tool for development work.



Goonj.. Family Kits

Over **140,000 families** were rewarded carefully designed "Family Kits" this year.

Comprises of basic essentials like clothing, utility items, children clothing toiletries, blankets, sujnis, etc. to fulfill a family's need in a village.



Goonj.. School Kits

Reached **39,416 School/Aanganwadi Kits** this year alone ..

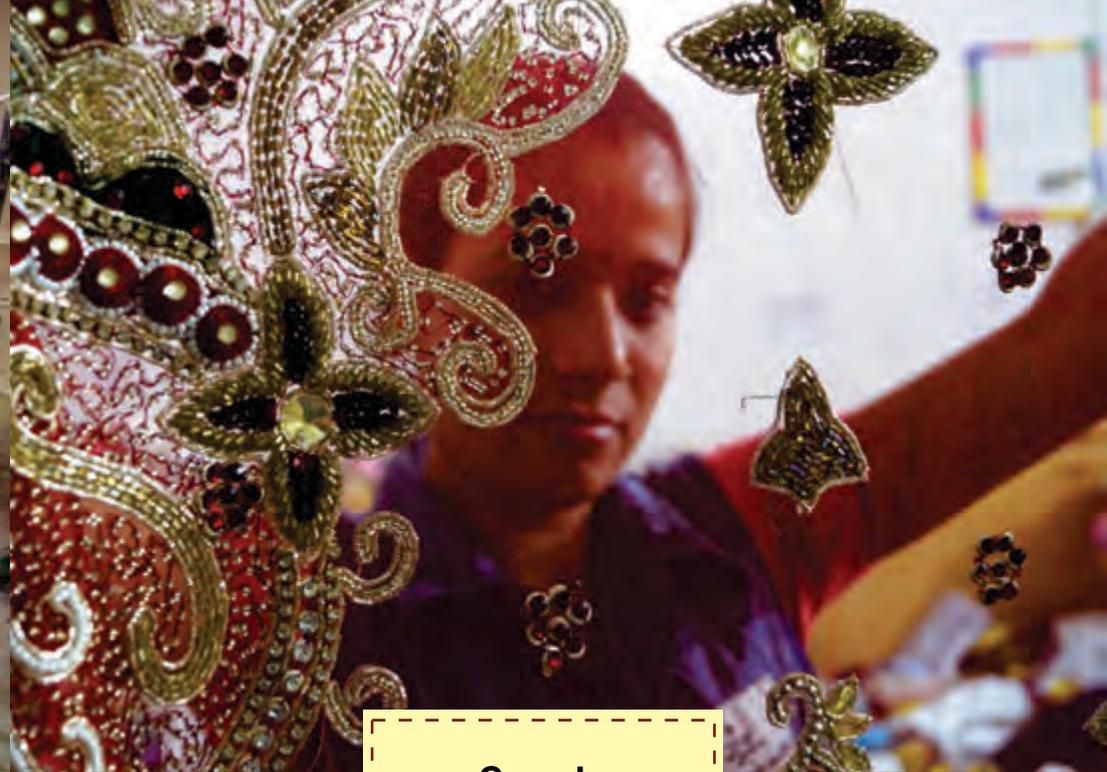
Kit has books, toys, stationary, uniforms etc. to turn schools and Aanganwadis into colorful, happy spaces where kids like to come and spend time.



Goonj.. Rahat Kits

Goonj has been working consistently on disaster relief for two decades now. Rahat Relief Kits are an essential part of our disaster relief work. It is packed keeping in mind the needs of a disaster hit family.

This pack is created keeping in mind the needs of a disaster hit family, they usually comprise of good quantities of dry rations, basic toiletries, tarpaulins, utensils, sanitary pads, woolens etc.



Goonj.. Wedding Kits

This year, we reached out **240+ comprehensive Wedding Kits**. We also provided **11 Pandal kits***

This kit includes lehengas/gowns made out of surplus Mata ki chunnis (colorful cloth used for religious ceremonies), other wedding apparel, fancy jewellery, cosmetics, fancy footwear etc. for a new couple to make their wedding a special occasion which otherwise is a major expense.

* The kit includes utensils, blankets and daris (mats) in large quantities given as community asset for major functions and weddings in villages.



Goonj.. Vaapsi Kits

Goonj designs small kits of essential material for specific small enterprises like a carpentry kit or mason kit etc. given to people after careful need assessment to help them start their own small enterprise for livelihood.



Goonj.. Labor Kits

Goonj designs small kits of essential basic material to support tough life of laborers, who generally migrate to different geographies for better livelihood opportunities. These kits help them to sustain in a new environment and increase their work efficiency. Apart from basic essentials, carefully chosen winter clothing like woollens, boots and coats are included.

This year around **3600+** individuals/families were benefitted.



Menstrual Dignity Pack

This year **104,100+** Menstrual Dignity Packs were dispatched..

Consists of 10 reusable cloth pads, undergarment, disposable sheet and a information leaflet with basic dos and don'ts of healthy menstrual practices.



Office / Other Kits

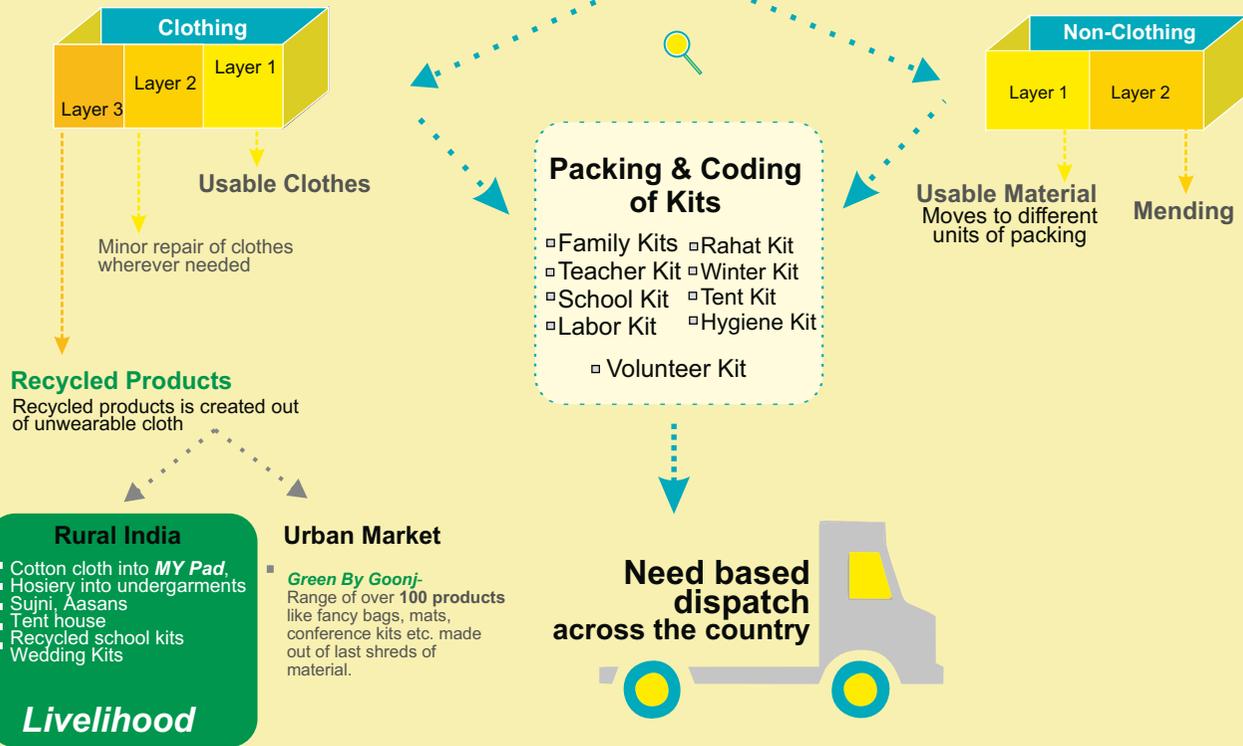
Office/Institutional Kits: Comprises of basic office material including office equipment and furniture to support and build the capacities of our rural partner organizations. Channelized **130** such kits in support of partner organizations and institutions across India.

Some other Kits like Sports Kits (**80+**), Rural Volunteer Kits (**143**) are made and reached out to different entities in villages and even cities across India based on the needs of the stakeholders and communities we work with.

MATERIAL VALUE CHAIN



Broad Sorting & Value Addition Process



Direct Implementation with field teams and 250+ grassroots partner organisations under Goonj's ongoing initiatives

Cloth for work (CFW)

(Holistic Rural Development)
Goonj motivates village communities to solve their own problems with Family Kits as a facilitator. **More than 4200+ activities taken up every year across India.**

School to School (S2S)

(Education)
Channelising urban surplus educational material to small resource starved schools in far flung villages. Repositioning material as a powerful tool for behavioural changes among children in rural schools. Setting up libraries, Recreation Centres with toys and games

Not Just a Piece of Cloth (NJPC)

(Health)
Addressing the taboo issue that is menstruation through Goonj's *MY-Pad*

Rahat

(Disaster relief & rehabilitation)
Instigating urban and rural network of stakeholders to reach relief material quickly to disaster affected communities. Highlighting ignored disasters like winters, fires and annual monsoon floods. Involving disaster hit communities in long term rehabilitation work.

As the variety of material we deal with is so large, so the description on material usage has been kept limited only. To get the first-hand experience, please visit us at
J-93, Sarita Vihar, New Delhi 110076



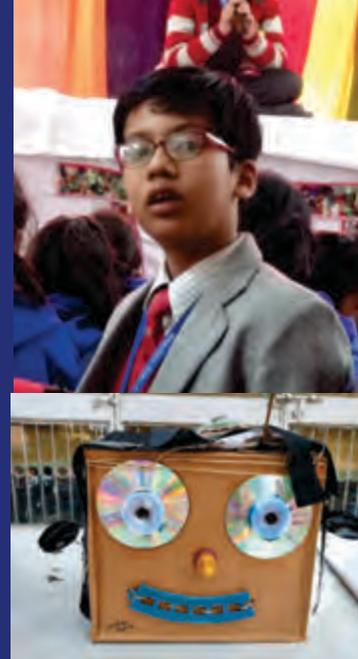
Urban Operations

Our work in rural India is incomplete without our work in cities with a network of volunteers, partner organizations, corporates and institutions and most importantly with people from all walks of life who closely connect with what we do.

Major Campaigns

Joy of Giving Week (Daan Utsav)
Oct. 2nd – 8th

Goonj triggered a nationwide campaign Dil Ki Suno Kuch Karo during Joy of Giving Week (now called DaanUtsav) in support of flood hit communities across 9 states. Volunteers and our teams organized a staggering 340 collection camps across 36 cities.

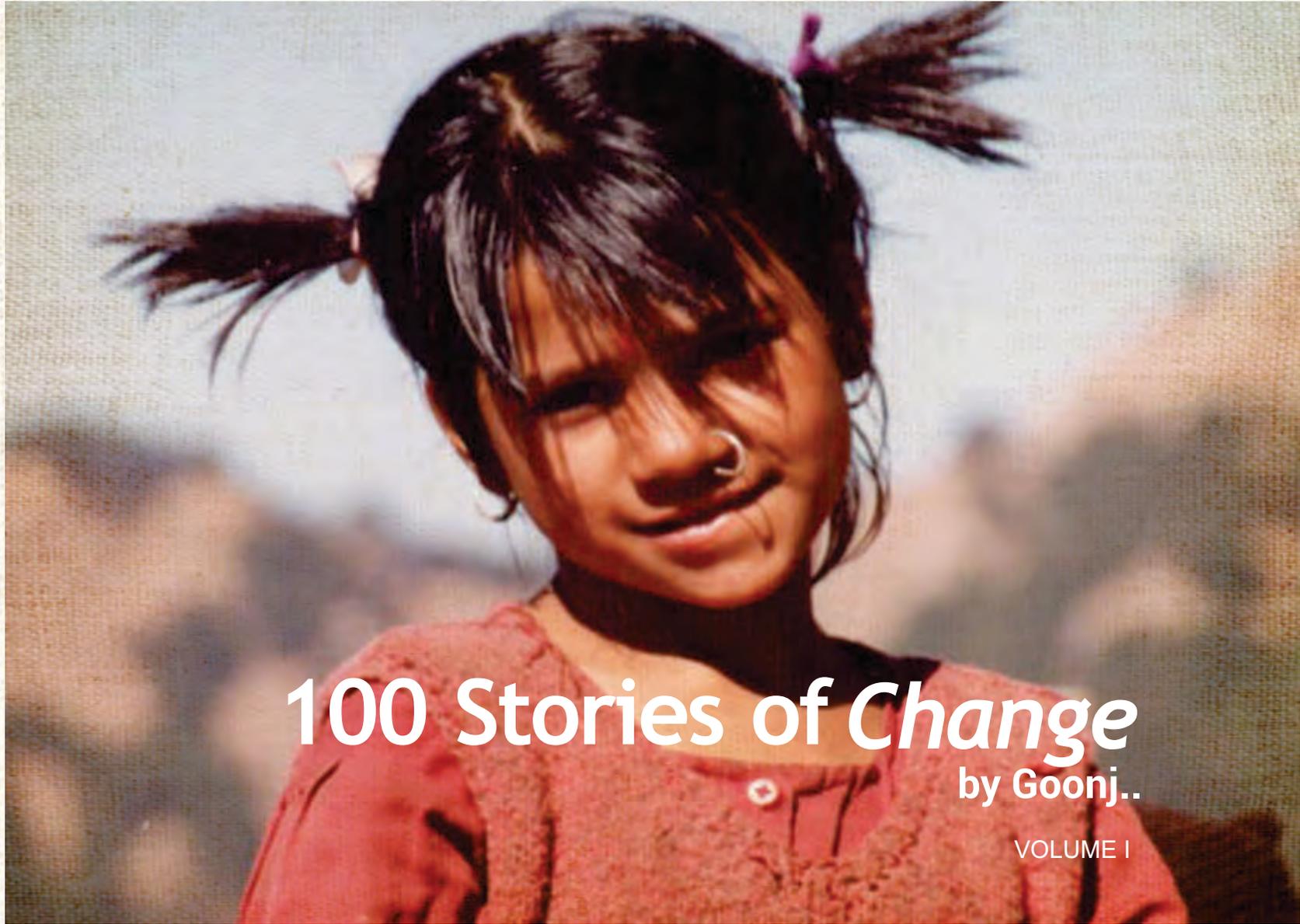


KEY EVENTS

Pratibimb

(Dec 17th – 20th, 2017)

A unique coming together of children of rural and urban India under 'School to School' initiative to build a better understanding, empathy and insight among children at both ends about each other's lives and realities.



100 Stories of *Change*

by Goonj..

VOLUME I

Released first volume of Goonj's book 100 Stories of Change documenting 25 powerful stories about transformative changes at grass root level ...





Book Launch
(January 30th, 2018)

Some Forewords...

“I visited Goonj and have seen first- hand how beautifully they have woven dignity into a larger economic concept, which can aptly be summarized as the genesis of circular economy”



- Dr. Muhammad Yunus
Nobel Laureate, Bangladeshi Social Entrepreneur and Economist, pioneer of the concepts of Microcredit and Microfinance.

“With Goonj’s continuing efforts and those of its partners, India will soon be a country of Smart Cities - and even Smarter Villages !”

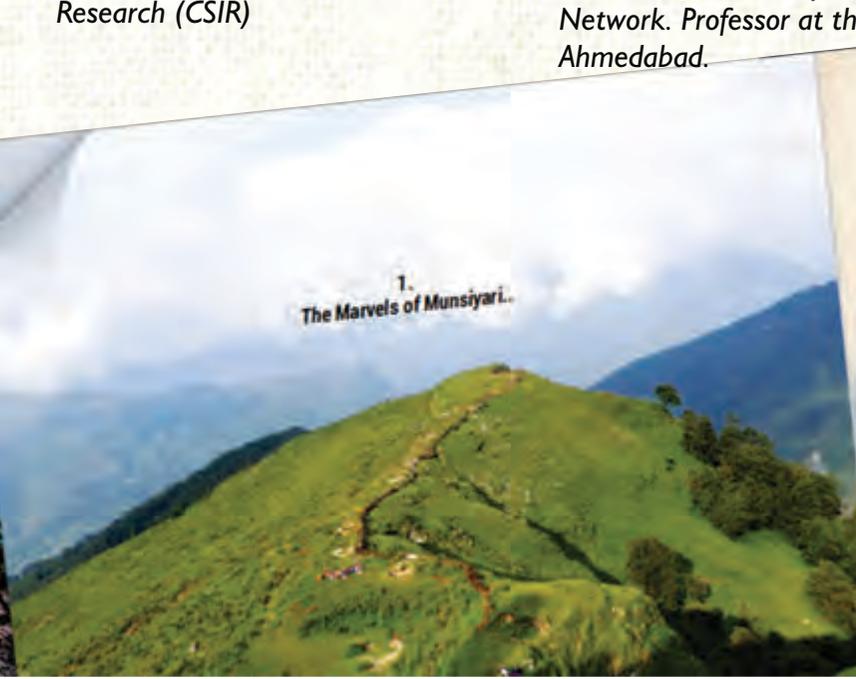


- Dr. R. A. Mashelkar
Recipient of Padma Vibhushan, Padma Bhushan and Padma Shri
Former Director General of the Council of Scientific & Industrial Research (CSIR)

“Goonj’s approach and ideas informed by the human dignity and immersed in local culture give a voice to our farmers, women and children in the far off villages of India.”



- Prof. Anil Gupta
Recipient of Padma Shri. Globally renowned scholar in the area of grassroots innovations. Founder of the Honey Bee Network. Professor at the IIM, Ahmedabad.



Munsiyari in Uttarakhand is a beautiful town nestled amongst the snow-capped peaks of the Himalayas. The scenic views are a well kept secret among mountaineers and trekkers, who often use it as a base camp. But it is the women of Munsiyari, a village next to Munsiyari, who are the real stars. They have given their amazing skill and sense of purpose. With their products, we celebrate womanhood with and for the women in this beautiful town.

A 150-hectare piece of land owned and managed by (Bhopat's Van Panchayat (village forest council) is at the



Goonj turned 19!!

Meets were held in Delhi, Mumbai, Hyderabad, Bangalore, Chennai, Kolkata, Rishikesh and Jalandhar where our volunteers, team members, supporters, colleagues and many new friends joined us in celebrating this milestone.

Awards & Accolades



'Ramon Magsaysay Award 2015' to Anshu Gupta, Founder, Goonj



Anshu Gupta listed by 'Forbes' as one of India's most powerful rural entrepreneurs.



'Innovation for India award' by Marico



'Lien i3 Challenge Award'



CNN IBN's 'Real Heroes' award to Anshu Gupta



'India NGO of the Year' award by Resource Alliance.



'World Bank's Global Development Market Place Award'.



Listed among 'The World's Top 10 Most Innovative Companies in India', by Fast Company.



'Social Entrepreneur of the year award' to Mr. Anshu Gupta, by Schwab Foundation, (sister concern of World Economic Forum).



'Game Changing Innovation' by NASA & US State Dept.



'Ashoka Fellowship' to Anshu Gupta



'Edelgive Award' in health & well- being category.



GDN- 'Japanese Award' for Most Innovative Development Project.



'Young Turks Change Agent Award' to Anshu Gupta.



'Deutsche Bank Urban Age Award'

When you look at our Balance Sheet- Please Note..

That it is a full-fledged organisation of a few hundred people, working in 23 states and also handles a large number of disasters which do not get media attention.

We try to keep a cushion for the running expenses of one year for rentals, transport, people, PF- ESI to many regular expenses but not able to maintain it **and have now decided to make a corpus from next year** and reach out to you for the contribution for that too.

Most of our money comes during disaster for relief and rehabilitation work which go on for 3 to 5 years depending on the scale of disasters and the same money is kept and utilized as per need over a period of these few years only for the pre decided purposes.

Unfortunately **most of the money comes during disasters** or for work in a few states only and states like Bihar, West Bengal, Odisha, North eastern states, Uttar Pradesh, Chhattisgarh, Uttarakhand are grossly ignored which certainly need more attention and support from individuals and institutions without binding the geography and cause.

INCOME & EXPENDITURE A/C FOR THE YEAR ENDED 31st MARCH, 2018			
	SCHEDULE	AMOUNT □ F.Y 17-18	AMOUNT □ F.Y 16-17
I. INCOME			
Grant	[10]	1,170,000	2,171,189
Donations	[11]	185,137,670	79,131,746
Interest Income	[12]	15,567,995	20,840,398
Incidental Income From Enviornmental Projects & Misc.	[13]	2,829,000	5,036,251
Membership Fees		1,250	1,250
TOTAL □		204,705,916	107,180,834

II. EXPENDITURE

INDIAN SECTION

EARMARKED DONATIONS	[14]	71,689,774	77,985,329
GOONJ PROGRAMME	[15]	54,490,857	38,298,811
Loss on Sale of Vehicle		-	79,902
Donation Refunded			184,002

FOREIGN SECTION

EARMARKED DONATIONS	[16]	21,528,699	17,696,340
GOONJ PROGRAMME	[17]	23,904,657	18,484,037
EMC Software & Services	[18]	-	600,345
Hilton International Asia Pacific Pvt. Ltd.	[19]	1,170,000	1,198,000
Depreciation	[03]	1,734,862	1,607,122
Less: Transferred to Assets Fund		380,646	478,328
		1,354,216	1,128,794

TOTAL □		174,138,203	155,655,560
----------------	--	--------------------	--------------------

III. EXCESS OF INCOME OVER EXPENDITURE [I- II] **30,567,713** **(48,474,726)**

IV. EXCESS OF INCOME OVER EXPENDITURE TRANSFERRED TO GENERAL FUND **30,567,713** **(48,474,726)**

Significant Accounting Policies and Notes to Accounts [30]
The schedules referred to above form an integral part of the
Income & Expenditure A/c.

IN TERMS OF OUR REPORT OF EVEN DATE

For & on behalf :
S.SAHOO & CO.
Chartered Accountants

[CA.Subhajit Sahoo, FCA,LLB]
Partner
Firm No. 322952E
MM No. 057426



For & on behalf
GOONJ

Anshu Gupta
President

For GOONJ

Authorised Signatory

Place : New Delhi
Date : 20-09-2018

RECEIPT & PAYMENT A/C FOR THE YEAR ENDED 31st MARCH , 2018

	SCHEDULE	AMOUNT <input type="checkbox"/>	AMOUNT <input type="checkbox"/>
		F.Y 17-18	F.Y 16-17
RECEIPTS			
Opening Balances			
Cash in Hand		384,653	255,975
Cash at Bank			
(a) HDFC BANK		2,963,918	1,991,880
(b) PUNJAB & SIND BANK		272,559	308,881
(c) YES BANK (FC)		14,780,249	-
(d) ICICI BANK		1,102,658	-
(e) YES BANK		41,774,465	12,757,364
Grant	[20]	1,170,000	1,770,000
Donations	[21]	185,137,670	79,131,746
Interest Income	[22]	25,566,015	1,375,850
Incidental Income From Environmental Projects & Misc.	[23]	2,829,000	5,029,051
Membership Fees		1,250	1,250
Investment		130,178,507	97,301,201
Loans & Advances (Net)		1,538,591	17,517,675
Sale of Vehicle		-	70,000
TOTAL <input type="checkbox"/>		407,699,534	217,510,872
PAYMENT			
INDIAN SECTION			
EARMARKED DONATIONS	[24]	71,689,774	77,985,329
GOONJ PROGRAMME	[25]	54,460,857	38,298,811
Donation Refunded		-	184,002
FOREIGN SECTION			
EMC Software & Services	[26]	-	600,345
Hilton International Asia Pacific Pvt. Ltd.	[27]	1,170,000	1,198,000
EARMARKED DONATIONS	[28]	21,528,699	17,696,340
GOONJ PROGRAMME	[29]	23,904,657	18,484,037
Non -Recurring Capital Expenditure		8,860,601	1,785,507
Cash in Hand		312,626	384,653
Cash at Bank			
(a) HDFC BANK		15,196,164	2,963,918
(b) PUNJAB & SIND BANK		808,872	272,559
(c) YES Bank (FC Section)		59,872,801	14,780,249
(d) ICICI Bank		9,067,567	1,102,658
(e) YES Bank (Non FC Section)		140,796,916	41,774,465
TOTAL <input type="checkbox"/>		407,699,534	217,510,872

Significant Accounting Policies and Notes to Accounts [30]

The schedules referred to above form an integral part of the Receipts & Payment Account
IN TERMS OF OUR REPORT OF EVEN DATE

For & on behalf of:
S.SAHOO & CO.
Chartered Accountants

[CA.Subhajit Sahoo, FCA , LLB]
Partner
Firm No. 322952E
MM No. 057426

Place: New Delhi
Date : 20-09-2018



For GOONJ
Goonj
Anshu Gupta
President

For GOONJ
Anshu Gupta
Authorised Signatory


GOONJ.. a voice, an effort

Special Note of Thanks to all our contributors and supporters

We thank the thousands of individuals, corporates, institutions and agencies who have come along on this journey with us. Please know that each and every contribution is important for us.

Every year disasters are happening more frequently and in places which had never seen a disaster before. In such times especially your trust and support is especially valuable.

GOONJ.. (H.O.)- J-93, Sarita Vihar, New Delhi- 110076

Tel: 011-41401216, 26972351

Email: mail@goonj.org Website: www.goonj.org

Goonj's City Offices

Bengaluru, Chennai, Delhi, Hyderabad, Kochi,
Kolkata, Mumbai, Patna & Rishikesh

 www.facebook.com/goonj.org

 www.twitter.com/goonj

 [goonj](https://www.instagram.com/goonj)

