GOONJ: the power of cloth

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One fine winter morning, Mr Anshu Gupta – Founder of GOONJ was performing his routine drop-offs. That day had special significance as it was an auspicious occasion of Eid (a very famous festival celebrated in India). A starving beggar was sleeping on the road with no clothes on his body to fight the extreme winter. Anshu placed an overcoat besides him and got back into the car. As he was about to leave, the man supported by crutches ran towards the car. When asked by Anshu what the matter was, the man smiled and said ''Ab hui Meri Eid'' which means – Now I have a reason to celebrate Eid.

Anshu was certainly moved by those words, but now he had a bigger agenda in mind. He wanted to give all the poor people in India a reason to celebrate their favorite festival with a smile. GOONJ had done exceptionally well in the past years by achieving its aim to make clothes available to the needy, while keeping their dignity intact. However, Anshu had some thinking to do when the future of the organization was concerned. Therefore, he decided to call for a high-priority meeting to discuss the evaluation of GOONJ's present working model and to find out if it can sustain the mode and scale up their operations in future.

Anshu expressed his concern to his wife Meenakshi Gupta, with whom he started GOONJ. He said, ''All the quantity we send is sufficient for just two or three good sized villages'', and added: ''A disaster like the tsunami brings out overkill and then collective philanthropy drops to zero. The need for service is huge in India and we need to fill the gap''. She agreed upon the need to take this up as high priority and she reminded Anshu of the day when he decided to start GOONJ. Anshu once saw a man, wearing the flimsiest of shirts on a cold winter night in Delhi, dead on the streets. He was clutching an empty bottle of alcohol and an untouched packet of food. Though his decision to start GOONJ was a cumulative act of all such experiences, this incident ignited him to devote his life to GOONJ. He said, ''I started with the aim of changing the nation with the power of Cloth and it's high time I take it to the next level''.

Clothing – a basic need that demands attention

The number of homeless people suffering every winter due to lack of shelter, water and sanitation has reached close to a million in India. A large proportion of homeless people die every year, not due to lack of food, but due to lack of proper clothing to protect them from extreme conditions in winter. A large number of deaths are reported due to lack of hygienic and comfortable clothing in India.

Poverty is defined as the condition of not having the means to afford basic human needs such as water, nutrition, healthcare, education, clothing and shelter. Though reduction of poverty is one the major goals set by the UN and one of the primary concerns of India, adequate focus is not given to clothing. This is probably because of the people who set the developmental agenda. They realize the value of food, education and health, but have not thought about millions of people dying on the streets fighting the extreme weather conditions due to lack of clothing. Other reasons of ignorance would include the visibility of the problem. Everyone somehow scrounges a garment or at least a rag to claim human-hood. Since naked people are a rare sight, problems of clothing are not readily apparent. However, when the issue of clothing is taken seriously, problems become more visible.

Another major problem in India is menstrual hygiene, the reason for which again lies in the negligence of clothing as a basic need. In rural India, menstrual hygiene issues are one of the most neglected and least discussed topics. Millions of women use unhygienic items to replace the sanitary pads because of their non-availability and affordability. In the states of Uttaranchal, Bihar and Rajashtan, a major population of rural women use sand, rags, ash as absorbents and replacement of napkins. Many deaths have been reported because the replacement material they used had hooks and centipede in some cases. These replacements are a result of poor and uneducated women in India who have found various solutions over centuries to deal with a natural phenomenon that proves humiliating for some and lethal for others.

GOONJ: the power of cloth

GOONJ is a non-profit organization which has life and dignity for over 100,000 people in India over the last decade. It was started in 1998 by Anshu Gupta along with his wife Meenakshi Gupta. It aimed to highlight clothing as one of the most important aspects of human life and make it available for the needy, in order to keep their dignity intact. Anshu Gupta conducted an analysis of the clothing problems during his journalistic stint and found a dichotomy that existed in Indian society[1]. On one end, lack of hygienic and comfortable clothing is posing a threat to the Indian society in terms of number of deaths and health issues. Whereas, on the other end of the spectrum, getting rid of old clothes is in itself a prevalent problem in today's consumerist society. However, the urban communities wait for a disaster relief activity to donate their clothes because they do not know how else to put them to good use.

To address the dichotomy, the initiative started with 67 clothes and extended to collecting clothes from friends and relatives from Anshu's house. The clothes were distributed to people on the roads of Delhi who needed them during cold winter nights. The initial aim was not only to take up clothing in the global developmental agenda, but to make it echo friendly and create awareness so that the world becomes responsive to something they have previously been ignorant in recognizing[2]. Anshu wanted everyone to know that a single piece of cloth can offer protection, dignity and self-respect to a person.

Today, GOONJ runs at a scale of three million pieces of clothing a year and it is a nationwide effort that collects these clothes from urban areas and makes them available to those in need. GOONJ has more than 100 employees with offices in major cities like Delhi, Mumbai, Chennai, Jalandhal, Bangalore, etc. and it operates in more than 21 states across India. With more than 300 volunteers, GOONJ has built a strong network of over 150 partner groups including Indian Army and Panchayatas (local government body) to distribute clothes. For more information on areas of implementation and collection centers see Exhibit 1. It costs GOONJ only 97 paisa (less than 1 rupee) per piece of clothing to collect, sort, clean, pack, transport and distribute each piece.

The GOONJ value chain

GOONJ has a well-known value chain which is carefully designed right from collection of clothes to the end distribution. The collection happens via the flagship program of GOONJ named – VASTRA SAMMAN, which means dignified clothing. The donation happens at a local collection center which is generally a place donated by volunteers across the country. Individuals have to go to the homes of these volunteers and to drop off their contribution. Donors are encouraged to contribute clothes in usable condition and also contribute one rupee per cloth to meet the expenses. This is a deliberate effort from the organization to free the contributor from the pride of donation and make him realize the pride of participation. The giver benefits from the space that has been created in his cupboard.

The first level of sorting is done by volunteers before sending it to processing centers from where the actual dispatch takes place. GOONJ has its collection/processing centres in Delhi, Kolkata, Mumbai, Chennai, Jalandhar and Saharsa (Bihar). GOONJ also leverages its network of volunteers and partner organizations to create local collection centers in other cities. The partners cover the costs of transferring the clothes to the nearest processing centre.
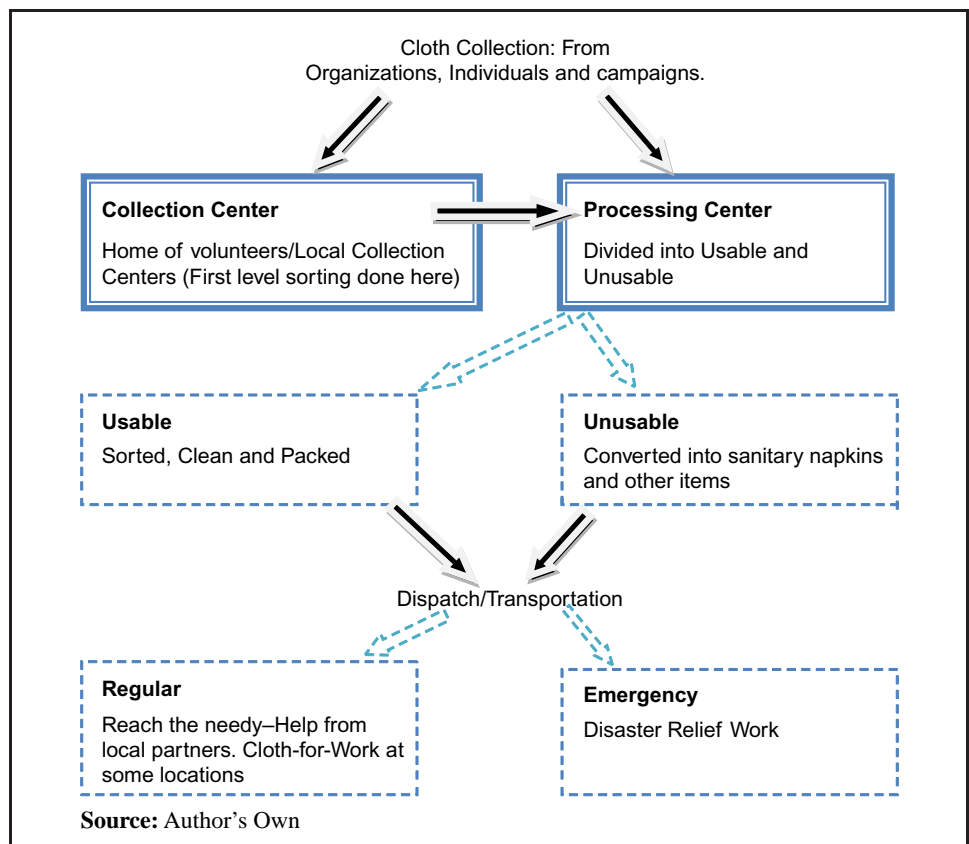
Processing centers have important role to play in this value chain. Every piece of material received is sorted, checked and packaged after repairing. Good but dirty clothes are removed for washing. Some clothes are deemed unusable based on their condition and it is converted into various items like bags, mats, etc. These items are then sold to create funds, thus contributing to recycling. Recycling also involves creating sanitary napkins from the unusable clothes in a hygienic manner. These centers address the needs of rural community, which cannot be directly met through clothes collected from urban locations.

The distribution of the collected materials essentially happen through two main campaigns of GOONJ-RAHAT and ''Cloth for Work'' programmes. The former aims to facilitate the relief measures during calamities and natural disasters by addressing the problem of clothing. The latter encourages villagers to take up developmental activities and motivate/reward them with clothes. The distribution step also involves requisitions from organizations. These contain requirement by gender, age and size. These are selected and packed in used sacks. Sacks are numbered and the numbers recorded in a database. And finally, they are on their way to close to 200 destinations around the country. At present, GOONJ deals with over 50 tons of material dispatch every month. The entire value chain is shown in Figure 1.

Environmental contribution

GOONJ has created an environmental impact by reusing material that would otherwise be dumped at a landfill site. As per the policies of GOONJ, no piece of cloth shall go wasted by any means. Every piece of cloth is either reused or converted into usable items. There exists a proper mapping policy to guide the reusability of clothes into useful items. A great quantity is converted into narrow tapes to be used as drawstrings for petticoats. The ultimate, unusable waste is chopped up and stuffed into pillows and quilts. A list of the same is presented in Exhibit 2.

Figure 1 The GOONJ value chain

Cloth Collection: From Organizations, Individuals and campaigns.

Collection Center
Home of volunteers/Local Collection Centers (First level sorting done here)

Processing Center
Divided into Usable and Unusable

Usable
Sorted, Clean and Packed

Unusable
Converted into sanitary napkins and other items

Dispatch/Transportation

Regular
Reach the needy–Help from local partners. Cloth-for-Work at some locations

Emergency
Disaster Relief Work

Source: Author's Own

This approach contributes to the environment by avoiding wastage of both land and material across cities and thus reusing the ''refuse'' of the cities. An excellent example is the case when GOONJ worked with the government of India to recycle over two million unwanted clothes that were collected in South India during Tsunami. GOONJ cleared the entire pile of unwanted clothes with the help of warehouses provided by the Indian Government. Women volunteers from GOONJ worked for two years and converted the entire lot of clothes into useful units which are now used as by the organization for various initiatives. The samples of recycled items could be viewed in Exhibit 3.

GOONJ encourages proactive cleaning of environment, which starts from the wardrobes of people in India. GOONJ encourages people to audit their wardrobes regularly and not wait for disasters, as the need for clothes is steady. It organizes neighborhood meets to which people bring their old clothes. At these day-long get-togethers, a sense of community builds up and enthusiasm rises. ''It's the sort of exercise that gives, at the end of a single day, a sense of fulfillment'', says Anshu Gupta. Invariably someone puts up a hand offering to organize a meet in another's neighborhood, a friend's or a relation's. So the movement has spread, first in Delhi and now to other cities. Delhi alone has over 100 hard core volunteers passionate about the movement. Therefore, people are inspired to contribute to the environment by proactively and usefully recycling the clothes in their homes rather than dumping the same in the landfill.

Using cloth as a resource for grassroots development works

GOONJ was in a lookout for innovative ways to distribute the clothes. The central idea was to reposition the cloth as a development resource instead of a traditional charitable item. As Anshu Gupta says, ''Clothing is a synonym of dignity. What matters is how you give and not only what you give''. Hence, he came up with the idea of Cloth-for-Work initiative. When GOONJ goes to a village for distribution, village communities are motivated to identify the pressing development needs of their own area. It encourages the local people to take on a development task for the community and do Shramdaan (community labor) and get material in return as a reward[3]. It also helps to develop a stronger relationship between their local partner organizations and the communities they are working with.

The developmental tasks could include digging of wells, cleaning of drains, laying of roads, etc. At the end of task, neatly packaged clothes are distributed to the people and distribution is not made conditional to participating in the task. It basically gives the beneficiary a chance to earn his share respectfully and not denying an opportunity to those who could not participate in the task. This initiative has its roots in the Asaam and Bihar floods in 2004, during which a road was damaged and impacted the access to the region. GOONJ team asked the villagers to repair the road and rewarded them with clothes. This model was then integrated into GOONJ's disaster relief efforts.

This method of distribution is not restricted to disaster relief efforts. Local communities of villages across several states in India have taken up the initiative to solve their problems. These initiatives are partnered by NGOs and local panchayats who are aware of the local needs and problems. Several examples include clearing the fields off stones and pebbles by people to make acres of land more fertile in Khandwa (Madhya Pradesh). Another local community of Salidhana decided to dig up a well for themselves. A site of cheer was witnessed when ultimately in January 2009 they got water. For more information on these initiatives, refer Exhibits 4 and 5.

Not Just A Piece of Cloth initiative: menstrual hygiene

On being asked about Anshu's pet initiative, he immediately shouts back ''Sanitary Napkins''. He explains the condition of rural women using unhygienic methods during their menstruation cycles. ''There were times when women in the same house would use the same cloth after washing it'' says Gupta. Pathetic conditions were reported in the village of Rajashtan, where majority of the women had their uteruses removed by quacks because of infections. GOONJ wanted to help rural women with low-cost sanitary napkins.

GOONJ found a method to bring hygiene in the lives of million women in India through its Not Just a Piece of Cloth program. It makes cheap and effective sanitary napkins from unusable and torn clothing. Old cotton sheets along with other discarded clothing is cut into strips to be washed, sterilized and packed for distribution to women at a nominal price. Each napkin has a small absorbent pad and palm wide strip to hold the padding in place:

> We priced each packet of five strips at Rs 3, which is a fraction of what a regular branded napkin costs. Most of the napkins are distributed free because the idea is to sensitize the public to a national problem (says Gupta).

This initiative brought him global accolades, including the Development Marketplace Award from the World Bank in 2007.

The scope of this program is not limited to distribution of sanitary napkins, but also to educate the Indian women about the practices and concerns during the monthly menstrual cycles. They are taught how to use, wash, clean and sanitize the napkins given to them as a part of the initiative. GOONJ had a realization through this program – ''If you elevate people to a better way of living and get them used to it, it is virtually impossible for them to go back to a lower standard of living''. This philosophy encourages them to teach Indian women in rural India how to prepare their own sanitary napkins over a period of eight to 12 months. This initiative also received a wide support from Indian men cross villages and hence GOONJ is producing close to 200,000 napkins in an year and reaching out to million women in India.

Dealing with corruption

A new survey based on experience of Below Poverty Line (BPL) households in availing various public services last year revealed that the level of corruption is ''alarming'' in the major states of India. According to the ''India Corruption Study 2007'', brought out by Transparency International India and Centre for Media Studies, one-third of below poverty line Indian households paid 8,830 as bribes to government officials to avail various public services – from police to PDS.

With the rising levels of corruption in India, it was important for GOONJ to have strict measures to deal with it. While many believe that discarded clothes have no value, in the wrong hands they become an expensive asset. A typical distribution truck carries a consignment-cloth (used, second-hand pieces), the cost of which is typically 500,000 rupees. Therefore, scaling an operation of distribution without corruption was a herculean task for GOONJ.

GOONJ tackles this issue by developing a differentiated monitoring methodology. Every single item distributed by GOONJ is accounted for, whether distributed directly or through a partner organization. Complete records with the name of beneficiaries are maintained and in some cases photographs are a part of database. GOONJ has main focus on partner organizations. This is because of the cloth distribution that happens at grassroots level is strongly dependent on partner organizations. There exists a proper mechanism to add a partner to the network. Prospective partner fills up the required form and ensures the submission of documents regarding its initiatives. Credibility of the partner organization is also ensured by a background check through GOONJ's network. This is also followed by random checks by its representatives to ensure the effectiveness of the system on a network of more than 150 organizations.

The partnership status is not given at one go. It is taken forward in a phased manner. Partner organizations are initially provided with limited number of bags. It is then monitored on the usage. Based on the report submitted at the end of any initiative, GOONJ decides upon increasing the level of engagement. They are then provided with greater number of bags to scale their initiative. These partnerships benefit both organizations. For instance, in Madhya Pradesh, GOONJ benefits from the local expertise of its partner organization Spandan. Spandan on the other hand, gains trust and support of the local people by solving the grassroots issues through the Cloth for Work programme.

It is important to address the issue of corruption not only at the distribution level but also at the end of the value chain. Reaching out to the right people is another focus area of GOONJ.

It works with partner organizations to ensure that clothes reach those who actually need them. GOONJ leverages the local expertise of these partner organizations and identify those who actually need the services of GOONJ. Cloth for Work initiative is not only used as a medium to promote local developmental activities but also to ensure that only the needy get the best of the clothes. Proper care is taken to ensure that the same people do not benefit every time.

GOONJ: stakeholder relationships

GOONJ ensures strong stakeholder relationships not only by bringing efficiency into the network but also by managing the network innovatively.

Community

The most important stakeholder of this nationwide campaign is the local community, to which the entire initiative is devoted. Not only does GOONJ address the basic need of clothing, but it transcends to influence their lives by taking care of hygienic conditions and raising their standard of living. They help address the long outstanding infrastructure needs through their Cloth for Work initiative and improve the overall quality of life for the local community.

GOONJ also looks upon the issue of malnourishment in children. In several states in India, many children die every year due to malnourishment. Therefore, government sets up centers in the region to retain children and ensure that they are properly fed. However, children never stay in these centers due to poor maintenance, lack of entertainment for kids and suffocation. GOONJ worked with its local partner-Spandan in the Khandwa region of Madhya Pradesh to supplement the center with toys mostly made out of used clothes. They decorated the rooms of the center with colorful items to improve the overall ambience, thereby making it more child friendly. This resulted in children staying in the centers for longer hours and thus they consume the supplementary meal. It reduced the level of malnourishment in the region and GOONJ plans to extend the same in other regions on a larger scale. ''We are now showcasing our efforts to the government as a model that can be implemented in all centers across the country'', says Prakash, founder of Spandan. GOONJ also looks upon the psychological needs of children apart from malnourishment by setting up Chehak centers. In these centers children are taken care of and also engaged in studies and games.

The Cloth for Work programme in some instances had generated employment opportunities for the villagers in rural areas. People in rural India participate in the disaster relief efforts by GOONJ and other community programmes. For instance, the Cloth for Work initiative in Tamil Nadu involved villagers to clean the local water body. All the participants were paid in the form of crop, food and cloth. The employment opportunities extend to processing centers of GOONJ with significant female population working with sewing machines and handlooms. Most of these women are unskilled and poor. ''We choose the workers not based on their level of skill but based on their level of poverty'', says Anshu Gupta. GOONJ trains these women not only to operate the machines but also on soft skills to make presentations. It helps to replicate this model across the country. GOONJ also helps people start their own small businesses or work through its Vaapsi initiative by providing toolkits like carpentry and agricultural tool kit.

Apart from generating employment opportunities, GOONJ aims at influencing the local communities by instilling dignity. Clothes play an important role in how self-perception and how people perceive and individual. This was evident in a backward tribe named Korku in Madhya Pradesh. They could not afford clothes and thus their status was low in the community, due to wearing a single pair of old clothes. As a result, they were not allowed to enter the local government offices and they were not engaged in community work. With the help of GOONJ, things have now changed for the Korku tribe and decent clothing has improved their social standing and perception among the community.

Partner organizations

GOONJ plays an important role in selecting a partner organization and adding it to the GOONJ network. ''It is not important to choose partners to strengthen your network; what is

important is how innovatively you select them,'' says Anshu Gupta. GOONJ allows partner organizations to leverage their strengths to contribute to the initiative. The kind of support these partner organizations render to GOONJ is basically their core competency. For example, the courier services and transportation of the sorted material to the Indian villages was taken care by AFL for some campaigns. Eulogik assisted with the web site and replication kit and Bedi Films made a short video capsule for other initiatives[4].

Government

GOONJ and Government of India compliment each other's initiatives and they are targeted towards a common goal of improving the standards of living in rural India. GOONJ works closely with local government bodies (Panchayats) to identify the right opportunities and provide local expertise. These local government bodies also help in identification of potential problems in the community which could be solved by collective effort of the community. Government also provides infrastructure to scale the operations of GOONJ. For instance, the Indian Army distributes the clothes to Jammu & Kashmir. GOONJ also uses certain government centers like Anganwadis (a place where children are given shelter and fed to reduce the malnourishment problems) as distribution centers. Anganwadis are used to distribute sanitary napkins to women who come to drop their children.

GOONJ also compliments the government initiatives for social development. They provide innovative solutions to the government bodies to address the local issues and get good participation from the local community. Government at times fails to get good participation because of the scale of these activities and lack of accountability at grassroots level.

GOONJ: a hand in disaster relief work

Over the last decade, GOONJ had been actively participating in all the disaster relief work and contributing significantly to the same. It started with the Chamoli earthquake in 1999 and covered major disasters like floods in Bihar (2008), Assam (2009) and many more since then.

GOONJ leverages upon its well established network for channeling materials during the disaster. This network is utilized effectively to ensure maximum impact in minimum time. GOONJ has flexible operations and it maintains proper co-ordination with its partners/centers all over India to ensure that there is no geographical/cultural mismatch of the relief materials.

During Bihar floods in 2008, GOONJ turned out to be the largest organization engaged in disaster relief work. It applied a holistic approach to integrate every aspect of the lives of people and went beyond the realm of clothes to encompass other material and activities. It reached out to more than 200 flood hit villages by leveraging its network to channel over 1,500 tons of required material. GOONJ continued its work even after two months of the floods and carried out developmental program like repairing of damaged roads, cleanliness drives and filling up of pits. It followed the same model of Cloth for Work initiative; where volunteers from villages took on infrastructural works like making bridges in exchange of the relief aid material.

GOONJ: sustainability and scaling up

At present, GOONJ runs one of the largest civic movements in the country. It spans people from all domains and sections of the society including partner organizations, government, local community, grassroots organizations, NGOs, etc. The initiatives by GOONJ are not one time affair; they are operating around the year with replication in various locations.

The decentralized model and strong partnership network has allowed GOONJ to scale across geographical boundaries. Scaling up of operations allows GOONJ to work upon the costs across the value chain. GOONJ has been consistently trying to minimize the cost across its value chain. The value chain includes the entire process from collection to sorting, packing, transportation and distribution in any part of the country. As of today, the cost of operation across the value chain is 97 paisa per cloth and GOONJ is making efforts to further minimize the cost.

Another aspect of scaling up involves building a strong and large network of individual and organizations. GOONJ allows any individual/organization to run clothes collection campaign on its behalf. The organization of campaign has certain policies the guidelines of which are mentioned on the web site. GOONJ provides materials to supplement the campaign, which includes posters, banners and record books for keeping track of donors. On successful completion of the collection campaign, volunteers transport the clothes from their homes to local collection center of GOONJ. The cost of operations is reduced by ensuring that there is a collection sector in as many locations as possible. GOONJ has transcended the nation barrier and it has created a channel for collection of clothes from Singapore by leveraging the Indian Diaspora.

To further scale up the operation and also to make the knowledge of its work more accessible, GOONJ is in the process of creating a ''copyright to copy kit''. ''Knowledge is meant for the whole world and I would be most happy if someone could work upon our model by knowledge sharing'', says Anshu Gupta. Copyright to copy kit is a complete explanation of the working model and it will soon be available on public domain for any organization to copy and implement GOONJ's model. With the aim to strengthen the network, GOONJ also hopes that major decision-making authorities will understand the importance of clothing and it will become a part of development agenda globally.

GOONJ: challenges ahead

''GOONJ has been successful with its decentralized model so far, but we need to make sure that the accountability is maintained in this model'', says Anshu Gupta with a hint of future concern. The present system ensures that accountability is maintained through rigorous diligence model in case of implementing partners. However, with the aim of taking GOONJ to the next level, certain incidents in the pasts create a concern for the organization.

A cloth collection campaign was conducted by GOONJ on 1 October 2010. There were reports of conflicting messages to the donors. The partner organizations involved made some modifications in the guidelines and added their variations to the campaign. These variations apparently conflicted with the principles of GOONJ and they faced other problems like volunteers not transporting the clothes to the processing center on time for relief efforts. ''With all these past instances, I need to think a lot to scale up GOONJ and ensure that the credibility of GOONJ is maintained'', says Anshu Gupta.

''GOONJ differentiates from other cloth collection campaigns in many ways and instilling dignity is a significant differentiator'' adds Anshu. It has been successful in bringing dignity to the act of giving clothes, but to maintain the same at a higher level would be a huge task for GOONJ. According to the principles of GOONJ, it is not a donation that happens; people are discarding clothes that they do not use anymore and thus clear their wardrobe space. Hence, instilling this sense of dignity in the donors would help GOONJ achieve its objectives.

''At times good publicity of your organization might not work out in your favor'', says Meenakshi (co founder of GOONJ). Several donors discontinue the funding on the assumption that GOONJ is already a well-established organization and needs no more funds to operate. With the present operation cost of 97 paisa per cloth (from sorting to distribution), GOONJ would certainly not want to increase it with the scale up of operations. It still works upon reduction of the cost by converting the homes of volunteers into collection centers. The major cost involves transportation and procuring space to store the clothes along with inventory management.

The high-priority meet

Anshu was sorting a plethora of issues running through his mind for the high priority which had plans to take up the scaling issue of GOONJ. He wanted his team members to first streamline the process of collection/distribution and come up with a blueprint of the same. This would bring clarity in terms of the guidelines to ensure no conflicts with partner organizations in future. ''I want to stick to my basic motto of making clothes available to the

needy while retaining the dignity'' says Anshu. ''However, he expressed his concern of scaling the operations to a higher level. Would the same working model sustain? Is it possible to reduce the operational cost and increase the scale at the same time? Should GOONJ increase the number of PAN INDIA cloth collection campaign, which is presently once a year?''[5] Can GOONJ's model be an inspiration to other organizations to take up clothing as an important issue? Should GOONJ work upon a strategy that would ensure the sustainability and scaling up of the working model?

With all these concerns and some agenda in mind, Anshu decided to mail his core team about the high-priority meeting. He got off the car and told his wife, ''We have done it so far and we will do it again! Our voices will be heard and echoed (GOONJ) round the globe. ''

Notes

1. Anshu Gupta has a double PGP in Journalism, Advertising and PR from IIMC.

2. GOONJ is the Hindi (national language of India) word for echo.

3. The Cloth-for-Work initiative is supplemented by the caption, ''Spirit of Shramdaan''.

4. More information about the companies:

   - AFL – www.afl.co.in/corporate/jsp/index.jsp
   - Eulogic – http://eulogik.com/
   - Bedi Films – www.bedibrothers.co.in/. sdasd.

5. GOONJ gets excellent response through this campaign which is named VASTRA SAMMAN.

Keywords:
Social innovation,
Clothing,
Menstrual hygiene,
Dignity,
Scaling,
Strategic management

Exhibit 1. Spread of GOONJ

Areas of implementation

Jammu and Kashmir, Uttaranchal, Delhi, Uttar Pradesh, Bihar, West Bengal, Chattisgarh, Jharkhand, Orissa, Andhra Pradesh, Tamil Nadu, Punjab, Haryana, Rajasthan, Madhya Pradesh, Gujarat, Maharashtra, Karnataka, Kerala, Arunachal Pradesh, Assam.

Total: 21 states.

Collection centers of GOONJ

Jalandhar, Delhi, Sahasra, West Bengal, Hyderabad, Chennai, Bangalore, Mumbai

Total: eight places.

Source: GOONJ.

Exhibit 2. Conversion of unusable clothes to useful items

Table EI	
Type of clothes	*Conversion*
Cotton materials like suits, bed sheets, blouse, petticoats	Sanitary napkins
Jeans and trousers	School bags
Saris	School yoga mats
Chunris	String for ladies suits
Children clothes	Front portion to be added as design in bags
Old T-shirts and other hosiery items	Undergarments for women
Old non cotton bed sheets, towels, sofa covers	Bags
Old shirts/non-cotton material	Sheets and covers for baby beds
Jeans and pants	Half-pants or school bags
Western clothes	Design and color in products
Last bit of small pieces	Mattresses for babies
Source: GOONJ	

Exhibit 3. Sample recycled items

Table EII
Hand bag (made out of waste cloth)
Hand bag (weaved with audio tapes)
Coin purse (made out of old torn jeans)
Playing ball (also a stress buster)
Aasan
Source: GOONJ

Exhibit 4. List of initiatives as a part of ''Cloth for Work'' programme

Table EIII

Location	Activity	Comments
Khandwa, Madhya Pradesh	Land cultivation	The act of clearing their fields off stones and pebbles by people made acres of land more fertile
Salidhana, Madhya Pradesh	Digging up of a well	A classic case study of Shramdaan was seen when villagers of Salidhana decided to dig up a well for themselves. A site of cheer was witnessed when ultimately in January 2009 they got water
Dabia, Madhya Pradesh	Cleaning up an old well	Community cleaned up an old well; which is now supporting a brick kiln and has generated employment for many people in the area
Many locations	Kitchen garden	Up to 100 litres of water gets wasted everyday near any hand pump. In many villages, waste water channel is being developed to make a kitchen garden
Bihar	Developmental initiatives	Road repairing, drainage cleaning, cleanliness drive
Bihar	Bamboo bridge	A 240 x 6ft bamboo bridge made on river Sukhsarin in Bihar. No money was involved as it was a voluntary labor by the villagers as a part of cloth for work initiative. The bridge connected many villages and motivated the people to demand a concrete bridge from the govt. – and it has been created
Orissa	Pond cleaning	Brought in more than 200 people for the noble cause

Source: GOONJ

Exhibit 5. Cloth for Work initiative

Source: GOONJ

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