



D Y PATIL
DEEMED TO BE
UNIVERSITY
— SCHOOL OF —
**HOSPITALITY &
TOURISM STUDIES**
NAVI MUMBAI

Report on
Odha Do Zindagi: Goonj's Annual
Campaign


Date: 14-12-2021

Time: 10 am to 11 am

**Conducted by: D Y Patil Deemed To be School of
Hospitality & Tourism Studies**


Faculty In-charge: Aarti Pandirkar

Poster




D Y PATIL
UNIVERSITY
SCHOOL OF HOSPITALITY &
TOURISM STUDIES

“Odha Do Zindagi”
Goonj's Annual Campaign







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

Cold doesn't kill people.. lack of clothing does..



Urgently required:

-  **Woollens**
-  **Blankets**
-  **Quilts**
-  **Shawls**


Collection Drive in Pune From 29th Nov to 11th Dec, 2021

Venue: D Y Patil University School of Hospitality & Tourism Studies.
Timings: 9:00 am to 5:00 pm
Volunteer: Aarti Pandirkar (9619522546)
Camp Co-ordination: Team Goonj (9890060017/ 8287971374)

You can also contribute:

General clothing, sarees, bed sheets, curtains, new undergarments, utensils, shoes & slippers, basic toiletries, bags & suitcase, school materials, toys, stationery, one-side used paper, cotton/semi-cotton cloth like quilt covers, pillow covers, towels, table covers, dupattas etc.

[log onto goonj.org to contribute](https://www.goonj.org)



Monetary contribution
for logistics and essential purchases

H.O: J-93, Sarita Vihar, New Delhi-76 011-26972351 / 41401216 www.goonj.org goonj.org
+goonj mail@goonj.org

Profile of the Company



GOONJ.. a voice, an effort

www.goonj.org

Goonj envisions to grow as an **idea** across regions, economies and countries using urban discard as a tool to alleviate poverty and enhance the dignity of the underprivileged people of the world. Address basic but neglected issues of the poor by involving them in evolving their own solutions with dignity and urban material as reward.

We aim to recognize and value the potential of local resource and traditional wisdom of people.

Our focus is concentrated on the receiver's dignity instead of the donor's pride.

We promote circular economy by ensuring maximum use of each material.

We value collaborative efforts with partner

Report on Goonj

Date: 14-12-2021

D Y Patil Deemed to be university School of Hospitality & Tourism Studies with association with Goonj Foundation organised a cloth collection camp for the underprivileged people in the society.

Goonj envisions to grow as an **idea** across regions, economies and countries using urban discard as a tool to alleviate poverty and enhance the dignity of the underprivileged people of the world. Address basic but neglected issues of the poor by involving them in evolving their own solutions with dignity and urban material as reward.

We aim to recognize and value the potential of local resources and traditional wisdom of people.

Our focus is concentrated on the receiver's dignity instead of the donor's pride. We promote a circular economy by ensuring maximum use of each material. We value collaborative efforts with partner organizations to increase effectiveness and scale. Goonj views every entity as an equal stakeholder in the process of development rather than observing hierarchical relationships.

In the race of development, we all are too focused on machines i.e. the big and known issues, ignoring the needles- the most important basic needs.

Our Design and Strategy Principles

- Building and maintaining a connection of empathy, dignity and valuing between the issues of the poor and the rich.
- Leveraging and empowering already available resources, wisdom, time, skills and efforts of people.
- Approaching complex and interwoven challenges of poverty and discard in a human-centered and community driven way.
- Equipping end users in cities and villages to thrive and evolve sustainably.
- **Listening deeply to our rural communities** with humility, treating people with dignity and respect.
- **Working alongside.** We facilitate, nudge and empower our partners and communities environmentally and socially to infuse new life and vitality into their communities.
- **Being responsive.** We are constantly learning, incorporating and addressing from the reality of changing communities, contexts and deepening relationships
- Evolving solutions **with, not for** the communities we work with.
- **Rooting Ideas in Community.** Our on-ground strategies are built from the context, cultures, knowledge, wisdom, resources, needs, and aspirations of the rural communities we work with.
- **Principles Driven.** Our reflection, decision-making and action, in the face of complexity and uncertainty is driven by our guiding principles.

Values:

- To recognize and value the potential of local resources and traditional wisdom of people.
- To focus on the receiver's dignity instead of the donor's pride.
- To promote a circular economy by ensuring maximum use of each material.
- To collaborate with partner organizations to increase effectiveness and scale.
- To view every entity as an equal stakeholder in the process of development rather than observing hierarchical relationships.
- In the race of development, we all are too focused on machines i.e., the big, known issues, ignoring the needles- the most important basic needs.

At GOONJ our focus is on the needles. i.e. the small neglected needs while the world focuses on the big machines. With large-scale civic participation, it is becoming a big people's movement for development.

Goonj is creating a parallel economy which is not CASH based but TRASH based, where every work doesn't have to wait for money; instead, huge quantities of old reusable material is turning into a valuable resource. Over the last two decades, a parallel economy is emerging

Name of the Faculty: Ms. Aarti Pandirkar

Date: 14-12-2021

Photos





