



Organization

+91-7043650180, +1-2156815180 | info@karmakonnnect.in

Successful Youth led volunteer and donation campaigns

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I- Goonj – a voice, and effort

Web link: www.goonj.org

A. Category: Environmental Protection, Women Empowerment and Child Education

B. Summary of what they do:

Today Goonj is a pan India movement working equally widely in cities and villages, dealing with more than 3000 tons of material annually. Through its team, thousands of volunteers and grassroots partner organizations, Goonj reaches out urban underutilized material to far flung village communities to address their basic needs, using it as a resource to motivate them to address a plethora of development issues like education, sanitation, women’s health, water conservation, infrastructure etc. based on their varied needs. While Goonj matches the urban material with specific needs of local village communities, actual receiving of the material is tied to local communities working on specific local issues that are self-identified by them.

C. Services they provides:

Goonj has addressed the growing gap between the urban prosperity & rural poverty. They have taken the menacing growth of urban waste and used it effectively and efficiently as a tool to trigger large scale development work on diverse issues in some of the most backward and remote pockets of India. In the process they have created a model- for a parallel economy which is not cash based but trash based. They have brought attention to a nonmarket, nonmonetary approach — one grounded in empathy and dignity which has made the mostly passive urban and rural masses, prime stakeholders and actors in addressing their own needs, solving their own problems. This has been done by weaving together a beautiful pipeline system from the cities to the villages for channelizing resources to create empowerment and development in rural India. They consider one of Goonj’s central works to changing mindsets about the immense humanitarian potential in reuse and demonstrating a model that delivers as promised.

Under the umbrella of Goonj there are four major activities and they are as follows: NJPC- A million voices, School to school, Rahat floods and Joy of Giving Week. These initiatives majorly concentrate on taboos like menstruation (NJPC), ensuring the school material reaches the students (School to School), providing materials and financial support to the families who

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had suffered in disaster (Rahat floods) and organizing the joy of giving week were their aim is at 1,00,000 acts of giving during their campaign.

D. Roadmap of services they provide:

Goonj is a tool to experiment, to innovate some unconventional ideas that gets space in the development process and get each one to think out of the box and take some action. So anyone can be a part of Goonj by organizing collection camp where one has to finalize the area, number of society or pockets and all the communication material is offered by them and they organize camps of donations in corporate also. After organizing the camp the material is collected and given to the people who are in need. Even financial support is welcomed if any individual, society or corporate is willing to contribute.

E. Why win-win for Goonj and Government and Society:

They have built up a network in remote parts of 21 states of India. The network has grown to over 250 partner groups like grassroots organizations, Ashoka Fellows, Indian Army, CBOS, Social Activists, Panchayat etc. These are the states where they have worked and implemented their projects. So, they are helping government by helping the people and there are 100s of stories of change which has transformed the lives of people.

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E.

Contact details:

Address: J-93, Sarita

Vihar, New Delhi-76

Phone: 011-26972351

Email:

mail@goonj.org

F.

How can we implement this model in Pilot City:

- Currently, as they are not working in Pilot City, we can tie up with them and contribute to the cause for which they are working.
- For implementing

this model, we will need volunteers to organize the collection camp or Friends of Goonj Chapter.

- We have to identify the place where the camp can be organized.
- We have to take AMC's permissions whichever is relevant for us.
- We will need 6 volunteers at each camp- 3 can do marketing and collaborations, 3 can look after the implementation of the camp.
- Likewise, we can arrange weekly camps or fortnightly camps in different areas of Pilot City.
- After collecting the clothes, raincoats, school materials we can then donate them in the rural areas of Pilot City city and district.
- Our volunteers can visit the areas and donate the materials whatever they have collected.

II-Pappadvada (Nanma Maram)

A. Category: Urban Civic Need

B. Summary of what they do:

Papadvada is the restaurant in Kochi which serves fast food and Kerala Cuisine. _

C. Services _____ they _____ provide:

Most restaurateurs install big fridges inside their kitchens, Minu Pauline's 420 litre fridge is on the road outside her restaurant and she has given the name 'Nanma Maram'. The 28-year-old banker turned restaurateur did this for a very specific reason. She wanted to feed many more people than just her customers.

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She has often seen the homeless and the hungry, especially the aged, rummage through garbage scouring for food. Looking for some leftovers or stale food to quell their hunger, and it disturbed her and that's why she installed refrigerator outside her restaurant.

The central idea is simple: preventing food wastage by giving away surplus food to the hungry.

D. Roadmap of the services they provide:

Pappada Vada takes care of the cost and the operation of Nanma Maram. The restaurant is requesting residents of Kochi to bring in their excess food to Nanma Maram. One has to make sure that the food is neatly packed and that it is fresh. One also needs to state the preparation date of the food. The restaurant is aiming to reduce wastage of food by ensuring that excess food will reach those in need. It is a matter of feeding not only the body but also the soul through a "great act of charity".

E. Why win-win for society:

The Pappada Vada restaurant stocks the fridge with 50 food packets on a daily basis. Homeless people and those struggling to buy food can help themselves to products in the refrigerator. Any needy person can excess the food. So, through this they are serving the people and contributing for the cause.

F. Contact details:

Address: Opposite Kaloor Bus Stand,
Kaloor-Kadavanthara Road, Kaloor, Kochi

G. How we can implement this in Pilot City:

- Pilot City's one of the many identities is it's authentic and varieties of food.
- We have many restaurants in Pilot City and we can tie up with few of them perhaps in C.G road area where there is Honest, Havmor etc so we can collaborate with the chain restaurants and they can install the refrigerator in front of their restaurant.
- There the leftovers can be kept and people who struggle to find food can eat it without any hesitation.
- CCTV camera can be installed for the security purpose.
- Through this initiative we will help the needy and it would help the society.



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III- Help Hyderabad- Service with dignity

Weblink-<http://helphyderabad.org/>

A. Category: Urban Civic Need and Child Education

B. Summary of what they do:

Help Hyderabad is a non-profit, non-governmental organization registered with the Registrar of Societies, Hyderabad. It is engaged in community development work since January; 2000. They are serving Muslim community through many impactful programs, events and services. They are a national, grassroots organization currently operating from Hyderabad promoting tolerance

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& communal harmony. Their vision is to transform the Muslim Community into a progressive & forward looking community. The scourge of disease, poverty, illiteracy and inequality has been removed partially from the lives of some, while the other waits for their turn. It is a humble beginning; they have miles to go. Their mission is to develop a scientific temperament and equip the community with the modern education.

C. Services they provides:

The projects they are working currently are as follows:

- Help Hyderabad Charitable Clinic (http://helphyderabad.org/Help_Hyderabad_Charitable_Clinic.html)
- Help Hyderabad Training Centre (http://helphyderabad.org/Help_Hyderabad_Training_Centre.html)
- Al-Fatah (Deeniyat) Project (http://helphyderabad.org/Al-Falah_Deeniyat_Project.html)
- Marriage Assistance (http://helphyderabad.org/Marriage_Assistance.html)
- Medical Assistance (http://helphyderabad.org/Medical_Assistance.html)
- Scholarships (<http://helphyderabad.org/Scholarships.html>)
- Widow Pensions (http://helphyderabad.org/Widow_Pensions.html)
- Free Rations (http://helphyderabad.org/Free_Rations.html)

Though their primary focus is on education and health, the scope of their services to community is as wide as the community's problems.

D. Roadmap of services they provide:

Help Hyderabad provides articles like cot, bed and almirah worth Rs.7,000/- towards marriage assistance to few orphan-girls. Monthly expenditure is more than Rs.50,000/- under this head.

They have hired space in Haj House, Nampally and engaged competent trainers and running a number of Free Vocational & Professional courses to empower the community youth. They also provide monthly pensions to widows and poor people.

E. Why win-win for Society:

Though, Help Hyderabad's focus is on Muslim Community but at the time of flood in Andhra Pradesh the organization was very active. At the time of disaster, they helped the people who were the victims of the disaster collaborating with Indian Army, local police and celebrities and social media played an important role. This organization serves for the cause and it contributes a lot to Muslim community.

F. Contact details:

Address: 31 Balaji Enclave,

Organization

+91-7043650180, +1-2156815180 |info@karmakonnnect.in

Karkhana, Secunderabad-500009,

Andhra Pradesh, India.

Phone: 040-278125766

Email: contactus@helphyderabad.org

G. How we can implement this model in Pilot City:

- There are organizations working with the Muslim community in Pilot City; so we can replicate the model of Help Hyderabad and implement it in Pilot City.
- We have look out for funds to provide the pension to the widows and poor people.
- Also, they provide trainings to the youth for which we will need trainers and physical space were we can conduct trainings.
- Once we finalize the training centre we have identify the trainers and if the college students can become the trainers then we have to interview the appropriate candidates for the training.
- If we conduct the interview we have to inform the college students about this and for which we will need 3-4 volunteers who will do the marketing.
- Once, we select the trainers we have to enroll the eligible students for the training.
- Here, we can ask the organization which is already working with the community to take over and organize the training.

IV- Robin Hood Army

Web link: <http://robinhoodarmy.com/>

A. **Category:** Urban Civic Need

B. **Summary of what they do:**

The Robin Hood Army (RHA) is a volunteer based organization that works to get surplus food from the restaurants across to the less fortunate people. Their vision is to eliminate hunger and food wastage globally. Their local chapters are run by friends and colleagues who hope to create a difference in their own small way.

C. **Services they provides:**

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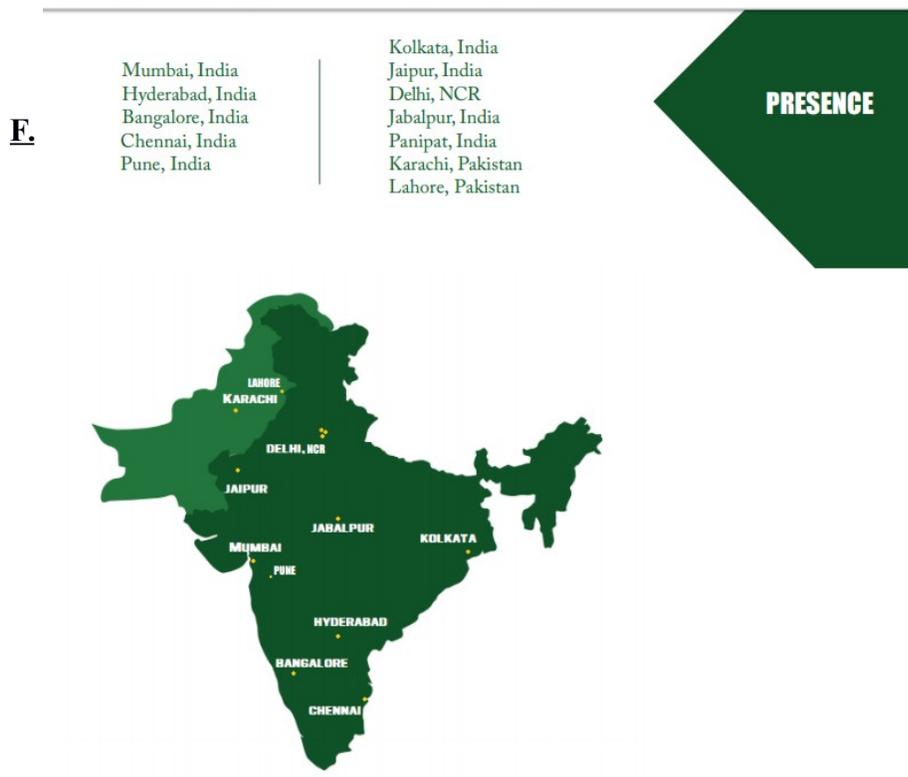
They collaborate with the NGOs, Individuals who want to volunteer and also with the Restaurants. They also collaborate with the colleges and they deny taking any financial support and they merely require those who are willing to provide help.

D. Roadmap of services they provide:

They have defined their roadmap very efficiently and had shared on their website. The below link discusses their work process:

<http://robinhoodarmy.com/wp-content/uploads/2015/07/RHA-Deck-3-1.pdf>

E. Why win-win for Society:



RHA had till now served 1022636 individuals in 30 cities with the help of 6715 Robins (Volunteers). They are expanding their reach and striving to serve more people who are needy.

info@robinhoodarmy.com

G. How we can implement this model in Pilot City:

- They don't have any volunteer (Robin) from Pilot City hence, it is an opportunity for us to initiate this process for which we have to follow their guidelines.

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- We have first partner with them or else we can connect them with various colleges for example, St. Xavier's college is already active in volunteering with an NGO or working for the development of the society.
- So, likewise we can approach this college and link them with the RHA.
- For this, we will need a volunteer to start a dialogue with the college authority.
- Once, the confirmation is received the implementation starts and gradually, we can expand the number of colleges and also they partner with NGOs so we can also look into it later after targeting the colleges.

If we want to replicate the model of RHA without partnering with them then the process is as follows:

- We have to collaborate with the college and we can approach St. Xavier's college.
- Their students can volunteer for this cause.
- We have to identify the restaurants who will provide us the leftovers (For Example: The restaurants who serve Gujarati Thali can be approached)
- The volunteers can personally visit the sites and can donate the food.

V- Individual Efforts

We encounter children in tattered clothes begging at traffic signals and busy intersections in big cities, often look the other way. We are afraid any money we give may be used by an alcoholic father, or to buy drugs, or simply be taken away by the person who sent them to beg in the first place. And although we would love to buy them a meal, we are often too busy to get down from our cars to do so. Recently, one tweet inspired and sensitized the people regarding this issue and it started a dialogue on Twitter. Visha Suchde, who stocks numerous packets of Parle G biscuits in her car to give to impoverished children, tweeted about it on social media and received an overwhelming response. But this is very limited to a bunch of people who use Twitter in Pilot City so we can conduct a Campaign to inspire the people of Pilot City to keep biscuits, clothes, stationery or anything they want to donate to the children when they ask for money at the Cross roads.

- Hoarding can be kept at cross roads; Shivranjini, Mithakhali 6 cross roads, Income tax cross roads are possible appropriate locations in Pilot City.
- Jingle on the radio can be one of the options to spread this message. We can approach Red FM or Radio Mirchi.
- Social Media campaign: We have Facebook pages on the city of Pilot City so we can ask them to start a campaign and people can post, share and awareness can be spread. Photos on Instagram, Tweets on Twitter can be impactful.



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Funding: We can approach AMC to fund for the hoardings. We can approach the corporate to fund the radio bit.

