



## Vastrasamman

Team ANTAR organized a donation campaign from 6<sup>th</sup> September 2010 to 19<sup>th</sup> November 2010 in association with NGO GOONJ. Goonj is a unique resource mobilization initiative providing clothes and other basic amenities to millions in the far-flung areas by turning one's wastage into a resource for another. The campaign was organized in harmony with Ek Jodi Kapda (A Whirlpool and GOONJ initiative) nationwide campaign, wherein cloth is being re-positioned beyond charity; by adding dignity to it and turning it into a big resource for development in village India. GOONJ motivates people in the villages to identify their own community issues. People work collectively on the issue and get the material as motivation for their work. So a sincere effort is being made not only to spread happiness amongst the poor, their dignity is also kept intact.



Through this campaign, faculty, students and staff of FORE School of Management were encouraged to donate their old/new clothes, utensils, footwear, dry ration, sewing machine, umbrellas, newspapers, magazines, one side used papers, school material, books, old bicycle, spectacles, toys, stationery, blankets, bed sheets, woolens, curtains, water bottles etc. The first week of material collection (6<sup>th</sup> September – 13<sup>th</sup> September) was celebrated as



**'Teachers' Week'** wherein teachers generously donated for the cause and acted as source of inspiration for the student community.

Team ANTAAR collected more than 400 kg of material to be donated as part of this activity this



year. (Last year, 120 kg of material was donated to Goonj as part of Vastrasamman.) Vastrasamman campaign promoted the cause in the college very enthusiastically during **'The Joy of Giving Week'** celebrated by Goonj from 26<sup>th</sup> September 2010 to 2<sup>nd</sup> October 2010.

Vastrasamman was concluded on 10<sup>th</sup> December 2010 by handing over the collections to GOONJ which further channelized them to small villages in the country.