

GOONJ: Essence of Sustainability & Scalability of Social Ventures – Case Study

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Abstract

Goonj (meaning ‘echo’) is a not-for-profit, social venture founded by Anshu Gupta in 1998. It is engaged in redistribution of old clothes by collecting them from the affluent in urban areas and distributing them to poor and needy across the country. The case deals with the prevailing dilemmas among social ventures to develop economically viable operating models to achieve sustainability and scalability on one hand, while focusing on their core purpose of maximizing social impact on the other. The issues dealt with in this case provide a rich fodder for analysing different ways in which social ventures can achieve financial sustainability and scalability, rather than adopting only self-financing route and expanding the reach of organization in a traditional manner.

Key Words: Not-for-profit; Social ventures; Social impact; Sustainability; Scalability

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