



Project Report (2016-17)

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ABOUT CLOTHES BOX FOUNDATION

VISION:

Clean clothes for all

MISSION:

To provide clean clothes to those who need them through transparent methods using the latest digital technologies and social media.

WHO WE ARE?

Clothes Box Foundation (CBF) is a not-for-profit launched in Gurgaon in February of 2014 by two school-friends, Naman and Sajan, with the simple aim to drive change. Our purpose is to help as many underprivileged individuals affected by the lack of access to proper clothing by providing them with access to clean and hygienic clothes, and thus help reduce the number of related deaths and illnesses.

As of today, Clothes Box Foundation has proudly provided clean clothes to over 26,000 less-fortunate individuals across India, and has been ably supported by a network of 62 volunteers across India.

WHAT WE DO?

We use social media extensively to connect the donor of the clothes to the beneficiary. You may want to know as to how we achieve this. The answer is simple yet effective - while distributing clothes we take pictures of the clothes given to the recipients and upload these pictures on our Facebook page (www.facebook.com/clothesboxfoundation/) and let the donor know exactly who is going to wear their donated clothes.

We thus try to bridge the gap between the donor and the recipient by providing end-to-end visibility.

HOW WE DO IT?

- Receive clothes from well-wishers across India via a convenient pickup service which covers more than 11,000 pin codes in India. We also receive clothes from corporate partners and garment manufacturers.
- Process clothes at our warehouse:
 - Quality check clothes; discard unusable, torn or dirty clothes.
 - Sort and segregate in various categories based on genre, size and gender.
 - Keep aside clothes as per requirements of a certain project/initiative/location.

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- Send the clothes for washing and folding at our local vendor's facility.
 - Receive the clothes.
 - Pack the clothes in boxes or gunny bags.
 - Dispatch the clothes to the distribution location.
 - Take photo of every cloth given out with the beneficiary's face clearly visible.
 - Upload the photos on the Facebook page.
 - Tag the corporate partners/garment manufacturers.
 - Or notify the individual donor.

PROJECTS UNDERTAKEN IN 2016 - 17

CSR Projects

EMAAR INDIA

As per a survey carried out by the National Sample Survey Organization (NSSO) in 2009–10, about 437 million workers in India work in the unorganized sector. Among these, many are involved in real estate development projects. Since the employment structure in this sector is highly disordered, many of the workmen lead an underprivileged life.

Clothes Box Foundation has partnered with Emaar India, one of the world's most valuable and admired real estate development companies to empower these workmen. Together, we aim to ensure that every worker employed in Emaar and their families are provided with one of the basic amenities of life, clothes.

In proud association with Emaar India, CBF distributed 1,600 clothes at The Palm Drive, Gurugram in December 2016. With winter knocking the doors, the drive was focused on preparedness for wintertime. The construction workers and their families were handed out clean clothes by CBF volunteers. Our collective goal is to provide clean clothes to 12,000 construction workers at Emaar's construction sites across India.





JW MARRIOTT WALNUT GROVE & RESORT

Garhwal is a division in the northern Indian state of Uttarakhand. With picturesque hill stations, it witnesses a huge footfall of tourists. However due to rough terrain and lack of opportunities; migration, poverty and illiteracy are a routine problem in the region.

JW Marriott, a diversified hospitality company with a broad portfolio of hotels and other facilities and Clothes Box Foundation have come together to launch a Community Outreach Program. Celebrating three years of our service, the CBF team travelled to Mussoorie with clothes for distribution.

In association with JW Marriott Mussoorie Walnut Grove Resort & Spa, a distribution drive was conducted from 13-15 February, 2017. CBF volunteers distributed 250 clean clothes at Garhwal English Medium School. GEMS is a not for profit English medium school based in Himalayan rural India. The children at the school come from underprivileged families.





ROOTS CORPORATION LIMITED

India is the home to large number of indigenous people, who are still untouched by the lifestyle of the modern world. With more than 84.4 million, India has the largest population of the tribal people in the world. Many of these tribes reside in the North eastern states. With poverty and unemployment being leading issues, they lack access to the basic amenities of life.

To work for this cause Clothes Box Foundation has partnered with Ginger Hotels, a branded budget chain of hotels in India with a national footprint, operated by Roots Corporation. Together, we aim to empower tribes and ensure a dignified life for them.

In union with Ginger Hotels, a distribution drive was organized on February 8, 2017. We distributed 1,600 clean clothes among the tribes in Agartala. The drive benefitted over 670 families.





Other Projects

SUPER BOX CRICKET

We at Clothes Box Foundation(CBF), have been working towards CBF's goal -“Clean clothes for All” with a passionate zeal and vigour. Super Box Cricket is one such example of our zest, taking us a step closer to our vision and mission.

We organised a charity fundraiser called “Super Box Cricket” in association with The Lalit Hotels and Instant Pay on 3rd and 4th September, 2016. The event was held at The Lounge Cricket, Sikanderpur Rapid Metro Station, Gurugram. The event lasted for two days, wherein 22 Corporate teams participated. Apart from the corporate teams, there were two teams of underprivileged cricketers(aged 16 and above), completely sponsored by CBF. The entire idea behind the event was to support basic livelihood of 30,000 individuals across India in 2017, aiming to benefit more families by incorporating more resources and people engagement. And, the success of this event has marked the starting of accomplishment of this goal.

The game had a different format, unlike the Cricket that we have been watching on Television; it was played inside the box with Tennis Balls. All the equipments for playing were provided by us. All the 32 participating teams were divided into 6 groups consisting of four teams with 5 members in each team. Prizes worth 35,000 INR were distributed in the event. Finally, the team from Aon Hewitt won the inaugural charity tournament - Super Box Cricket in an enthralling final match.

Not just Cricket but the event highlighted carnival where around 400 individuals participated in various activities ranging from food and raffles to winning gift vouchers from the sponsors. We had also setup a stall which showcased the items made up of unusable clothes as collected by us for distribution; the items being pouches, pencil boxes, key chains, etc. These items have been prepared by visually impaired children.

The event was a great success and CBF takes immense pride in having organised it so well in association with its sponsors, the participating teams, the spectators and donors.



REFRESH

We all are aware with the three R's of the environment- Reduce, Reuse and Recycle.

We at CBF keep on looking for the ways through which we can abide by these three R's. Reuse the old clothes by collecting and distributing among the needy; Reduce the wastage by not simply throwing the old non-wearable clothes but utilising them to the utmost extent- making pet beds, which we had covered in another report; and finally Recycle- (covered in this report)recycle the old clothes and make utility items. These utility items could be anything being pouches, pencil boxes, laptop bags, wall hangers, tote bags, denim bags, etc.

The idea of recycling old clothes clicked the minds when we met a self help group which recycles clothes. Joining hands with this self help group has helped meet three purposes:

- Recycling of clothes-converting the clothes into entirely different product;
- Providing employment to the people of self help group - The self help group was paid for their efforts by us; and,
- Finally, skill development: this reminds of a beautiful quote by George Bernard Shaw:

“If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.”

And this is how, when we (CBF) and the self help group has benefitted from each other by sharing ideas, improvising from the former, and thus produced marvellous results.

CBF then resells these products in the market, which is important to keep the process in flow.

These products are undoubtedly environment-friendly and less expensive; one of the support factors of the livelihood of the employees at the self help group and obviously helping CBF with its mission. Cheers to the initiative and stay tuned for many such projects from Clothes Box Foundation.



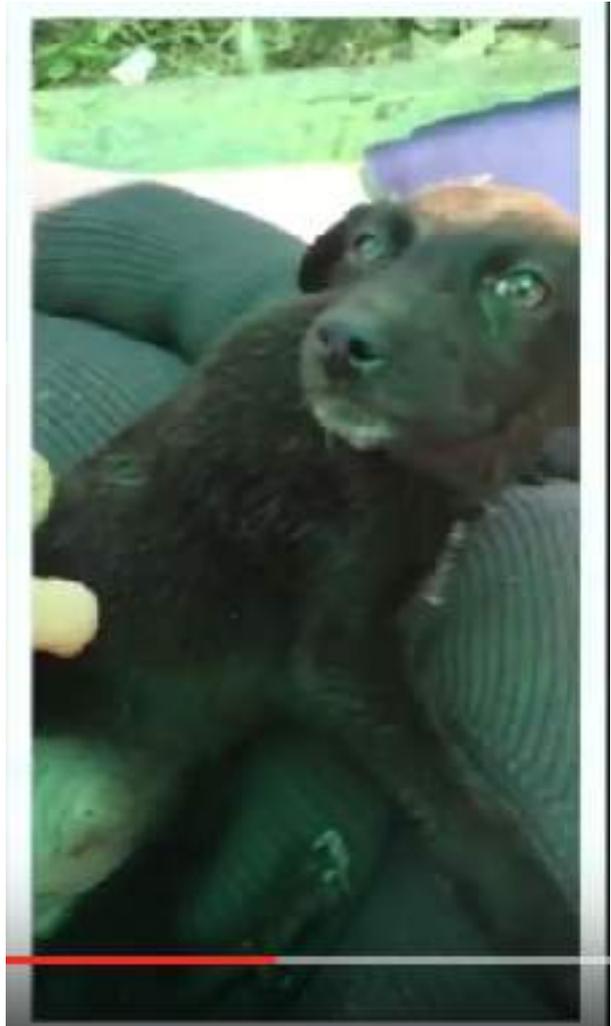
PET BEDS

With the mission to accomplish its goal of clean clothes to all, we at Clothes Box Foundation came with an innovative idea of introducing pet beds for dogs. Well, it started when we realised that there are certain clothes we receive aren't wearable, but however not completely waste to be thrown away.

We receive different kinds of clothes from all over India, certain clothes are extra large size, certain are too small, some are torn and few others are dirty. Now, the problem with the extra large sized clothes is nothing, but they do not fit to the target audience. Most of the people who are actually not self sufficient and need clothes are under nourished and thus such clothes do not mean anything to them. On the other hand, we at CBF in liaison with our motto of clean clothes do not distribute the dirty and torn ones. To overcome this problem and utilise the resources to their best capacity, we came with and implemented a unique idea of making pet beds.

What we do is actually cut the dirty ones into small fine pieces, and then mix these pieces with Lint and fiber bought from the local vendors, followed by using this mix for filling a cloth and eventually sewing the cloth making fine pet beds. These pet beds are then donated to the shelters which take care of abandoned pets. And the best part is, the "pets love these beds".

This heat is not just scorching for human beings but animals too. They too need love and comfort, and yes CBF is doing a commendable job, making the best use of the clothes it receives - donating the best ones to the needy humans and turning the rest ones in a condition that can be used by and for animals.



General Distributions

A total of 16,915 clean clothes were distributed to the underprivileged across India. More than 62 volunteers were part of Clothes Box Foundation during the collection and distribution drives. Distribution locations included Jharkhand, Bengaluru, Mumbai, Nagpur, Delhi NCR, Ambala, Jalandhar, Kolkata, Hyderabad, Kashmir, Jaipur, Mussoorie, Agartala, Indore, and Bhopal.





Achievements

- First NGO in India to offer an experience on AirBnB.



- Partnered with Delhivery - an E-commerce logistics company.
- Partnered with Pick My Laundry - an on demand dry-clean company.
- Partnered with corporates such as The Oberoi Hotels & Resorts, Marriott Hotels, Roots Corporation Ltd, and Emaar India.

- Partnered with NGOs such as Kosish - The Hospice in Jharkhand



- Covered in various publishing houses.

Emaar India conducts clothes distribution drive to ensure warmth for its construction workers
Updated on 21 Dec 2019



New Delhi (India) | Dec 20 (ANI): Country's leading real estate developer Emaar Ind today conducted a winter wear distribution drive to help thousands of its employees to ensure warmth and happiness in the lives of its construction workers and their children.

The company distributed clothes to the site labourers in collaboration with Clothes Box Foundation and Pick My Laundry. The initiative is part of Emaar India's CSR wing EMDARC that believes in 'Wellness for All' through its Clothes Box Foundation and pick my Laundry for All.

While the Clothes Box Foundation supported the collection of used clothes, Pick My Laundry provided facilities for cleaning and ironing. Emaar India also financially supported the dry cleaned clothes to its 1600 construction labourers employed across various projects of the developer, including The Palm Jumeirah, Palm Jumeirah, Palm Jumeirah Island, etc. located on the Gulf Coast Road in Dubai.

"The construction work is a tough job and the workers face a lot of health issues due to the harsh weather conditions. At Emaar India, we believe in giving back to the people who are our most valued partners in growth. It further reaffirms our philosophy of thinking beyond bottom-line profit and towards building a society that is a small step towards helping people who labourers combat the weather elements, particularly during the harsh winter months. We also express our sincere gratitude to the Clothes Box Foundation and Pick My Laundry for joining

Impact Assessment

- Clothes are given to people in remote/rural areas after identifying the real need. Usually people who are below the poverty line and for whom a piece of cloth is a luxury.
- Clothes helps cover a person's complete body. During the monsoon season (July - September), we saw a lot of Malaria and Dengue cases. One of the reasons identified for this was the mosquito bite which could be overcome by covering your body with a piece of cloth. The clothes these people wore, were either torn, dirty or cut/half sleeved.
- Women could only cover half their body with a cut piece of saree.
- Children would often roam around naked.
- For more information please see this video made by us: <https://www.youtube.com/watch?v=FNajsfqZxU>

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- Hence we distributed proper and clean clothes that would avoid mosquito bites in a slum in Gurgaon.
 - Within a month, the illness rate went down by 22% in the slum.
 - In Jharkhand, by distributing more than 2,000 pieces of clean clothes to the Manjhi Tribe, health related issues came down by 33%.
 - Clothes Box Foundation is always looking at identifying such affected regions so that we can do our best for the people in need.
 - Distribution happens only after the CBF team has its due diligence which includes site reccee, information about the community, their preferred clothing, age group, work they do , etc. Example: After the research done by the CBF team, no sarees were sent to Kashmir after the floods
 - The legendary Amitabh Bachchan joined hands with us for a distribution drive at a construction site in Gurgaon where more than 1,500 people were benefitted with clean clothes.
 - During the year 2016-17; 16,915 clothes were distributed to more than 14,000 individuals across India.
 - Areas of distribution: Jharkhand, Bengaluru, Mumbai, Nagpur, Delhi NCR, Ambala, Jalandhar, Kolkata, Hyderabad, Agartala, Mussourie, Kashmir, Jaipur and Indore.
 - Whenever CBF distributes clothes at a location, our team discusses ideas with the ladies present there on how they can earn a livelihood by recycling cloth related products and sell them in the market. So far, we have helped 2 ladies in this way.

Sustainability model

- CBF receives thousands of clothes every month and distribute them to the less-fortunate, pictures of the beneficiaries holding the piece of cloth is clicked and uploaded on CBF's social media handle to maintain transparency.
- But there are several volunteers at CBF who follow the same process. They collect clothes every week and distribute them around their localities and villages nearby. This is not a low cost model, but a no cost model.
- Since CBF is a volunteer driven organisation - every volunteer is assigned specific tasks with detailed process mapped out for each task. This allows us to oversee the operations while being able to define the strategy of the organisation and guiding it in the required direction.
- Not all clothes CBF receives can be distributed because they might be torn, dirty, soiled or may not work in a certain location hence ,discarded clothes are recycled with the help of ladies who are taught tailoring to make daily use products such bags, pouches, etc. 5 ladies have started their own freelance work and earn sufficiently to support their families. We always believe that every thread counts and instead of dumping the clothes, we recycle them.
- Recycling helps us raise money to expand our operations and reach out to a wider audience with clean clothes and hence reduce the number of weather related illnesses. We are currently working on creating shoes with discarded clothes.
- Corporate donations - Clothes Box Foundation is associated with the finest Indian and Multinational companies based in India. Donors can donate clothes to Clothes Box Foundation right from their doorstep from over 11,000 pin codes across India. This has been made possible by partnering with a large logistics

company based in Gurugram which has helped us solve a major logistics issue and connect with a large number of donors.

- Since dignity of the beneficiary is our highest priority - every cloth given out is washed and folded before giving out. This has been made possible by partnering with a laundry company based in Gurugram.

For more information

Website: www.clothesboxfoundation.org

Facebook Page: www.fb.com/clothesboxfoundation

LinkedIn Page: <https://www.linkedin.com/company-beta/13189418>

Contact details:

Communication Address: 48, Paras Trade Centre, Gurugram, Haryana - 122003

Phone number: +91 9717345363 | +91 9810196688

Email Address: info@clothesboxfoundation.org