



## NGO BENEFICIARIES

The proceeds from this sale will be donated to the following grassroots NGOs:

### **Goonj**

Goonj is a non-profit organisation working in the areas of disaster relief, humanitarian aid and development in India. Founded in 1999, it is headquartered in New Delhi with a presence in 23 states across the country. The Rahat COVID-19 initiative aims to provide immediate relief support to affected communities through ration kits, setting up community kitchens, and catering to urgent health and hygiene requirements.

### **Youth for Unity and Voluntary Action (YUVA)**

Founded in Mumbai in 1984, Youth for Unity and Voluntary Action (YUVA) is a non-profit development organisation focusing on enabling vulnerable communities to access their rights through engaged discourses and sustained collective action. They are currently active in five states — Maharashtra, Madhya Pradesh, Odisha, Assam and New Delhi. YUVA's "Together We Can" initiative invites donations to aid COVID-19 emergency relief efforts through monthly ration kits, cooked meals for police officers, government hospital staff and stranded migrant workers in the Mumbai Metropolitan Region. YUVA also manages emergency relief in response to the 1098 distress helpline for children (Childline) in the region.

### **Stree Mukti Sanghatana (SMS)**

Stree Mukti Sanghatana (SMS) is a leading non-profit organisation working in the field of women's rights and empowerment for more than four decades. Established in 1975, they provide family counselling, day-care centres, self-help groups and training for waste pickers, and innovative communication on women's issues through an in-house publication and cultural events. Through their Parisar Vikas programme, SMS is supporting 3000 women waste pickers in the Mumbai Metropolitan Region by providing Personal Protective Equipment, essential item kits, and financial support to those who have been deprived of their source of income in the aftermath of the COVID-19 lockdown.