

Goonj: A Voice... An Effort

Veenu Sharma¹, Shreya Mishra² and Arunaditya Sahay³

¹ Assistant Professor, Retail & Marketing, Birla Institute of Management Technology, Greater Noida, India

² Research Scholar, HR and Organization Behavior, Birla Institute of Management Technology, Greater Noida, India

³ Professor & Dean (Research), Strategic Management, Birla Institute of Management Technology, Greater Noida, India

*“It’s often said that we have just one life. You can live your dreams or be a part of someone else’s dream to serve people. If one is free from the many latest trends, one can enjoy true happiness in giving back. All we need is to be humane and sensitive and to pay attention to the **Dignity of the People** we want to work for. The work and the satisfaction from it then becomes its own reward.”*

– Anshu Gupta,
Goonj

Abstract

Considering the dearth of literature on the influence of social enterprises on the lives of the individuals benefitted from them, this paper attempts to explore the influence of one such social enterprise of India, *Goonj*. The organization that propounds ‘a voice... an effort’ has been working with the rural India as a change catalyst for almost two decades now. It explores how the beneficiary perceive the work of *Goonj*. Short narratives of sixteen recipients of *Goonj* have been analysed with DICTION (Version 7.0), a content analysis tool. The results indicate that efforts made by *Goonj* through their various programs have positive influence on the life of beneficiaries.