

Recycle, Rehome, Reuse

Let's Deklutter Helps You Live The Smart And Sustainable Way



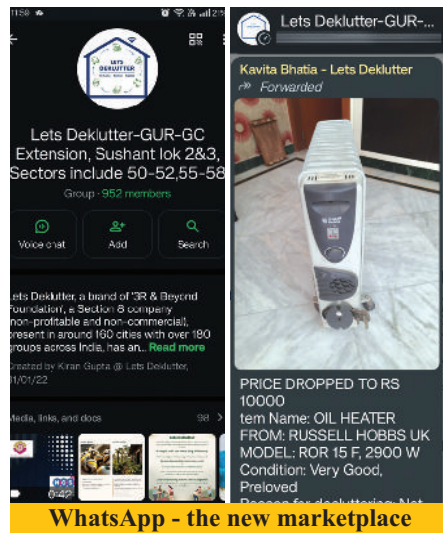
Pragnya Gupta, XI &

Kiara Narayan Iyer, X, AGS Gurgaon

Second hand objects - whether furniture, clothes or household items - have long carried a stigma in India, where thrifting has traditionally been associated with financial inability to buy new products. But this mindset is changing steadily, thanks to initiatives like Let's Deklutter, a pioneer in promoting the reuse of second-hand objects for a greener tomorrow.

The origin story

"My inspiration comes from my passion for a sustainable India," confesses Kiran Gupta, founder of Let's Deklutter. She searched all of Gurugram for groups dedicated solely to decluttering - but found none. A sustainability practitioner for over 25 years, and an active member of the Green Warriors group, Gupta began building Let's Deklutter, one Whatsapp group at a time. She launched the first Whatsapp group in December 2020. Many criticised the idea but she didn't give up hope. Her biggest support system emerged from the members themselves. They emphasised how Let's Deklutter was different from platforms like OLX or Facebook Marketplace, with its user-friendly,



WhatsApp - the new marketplace

area-based WhatsApp groups ensuring quick communication and community-driven interactions. "We are a mission-driven, not-for-profit initiative," says Gupta.

The perfect process

Let's Deklutter functions as a platform where buyers meet sellers directly. Members post items with specific details, and interested buyers contact them directly. Deals are closed privately, without Let's Deklutter acting as a middleman.

Pic: Pragnya Gupta, AGS Gur, XI



GT reporters with Kiran Gupta

"We have many policies to ensure member safety. We regularly communicate these policies through group messages," says Gupta. More than 50 volunteers manage around 170 groups across India, all trained by a dedicated facilitator. Members cannot post full addresses, fraud must be reported and inappropriate behaviour results in removal. To prevent misuse, people are allowed to join only one area group at a time.

A nationwide movement

Gupta admits the nationwide expansion of Let's Deklutter was far from planned. "I never intended to build a national movement," she says. But as membership grew, the need for volunteers became clear to maintain smooth functioning. Patience and empathy anchors Gupta's philosophy which extends to volunteer management as well.



"Volunteers are the backbone," she says, acknowledging that she herself spends 10 - 12 hours a day ensuring seamless operations. A strong social media presence and its reputation as a user-first, community-driven organisation has attracted a wide, diverse user base. Yet, Gupta insists that scale is not the objective. "Our goal isn't to grow bigger - it's to grow better," she affirms.

A responsible team

With over 43,000 members and nearly 600 daily posts, the team encourages buyers to inspect items themselves, intervening only when issues arise. "In five years, not a single scam has been reported," Gupta adds proudly. She emphasises that responsible behaviour from both sides is essential. The platform's success is evident - some members have even furnished their entire homes with items acquired through the group. The environmental impact is equally significant. Rehoming prevents countless items from ending up in landfills. "Earlier, unused items just sat in lofts because people had no way to rehome them. Now they do," Gupta signs off.

Pics: Pragnya Gupta, AGS Gur, XI



Illustrators, carving creativity



Editorial board of AGS Gurgaon, having a field day with words and verses



Designers, playing with patterns



Photographer, art via lens



Writers, penning magic



Editors, feasting on an array of ideas

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