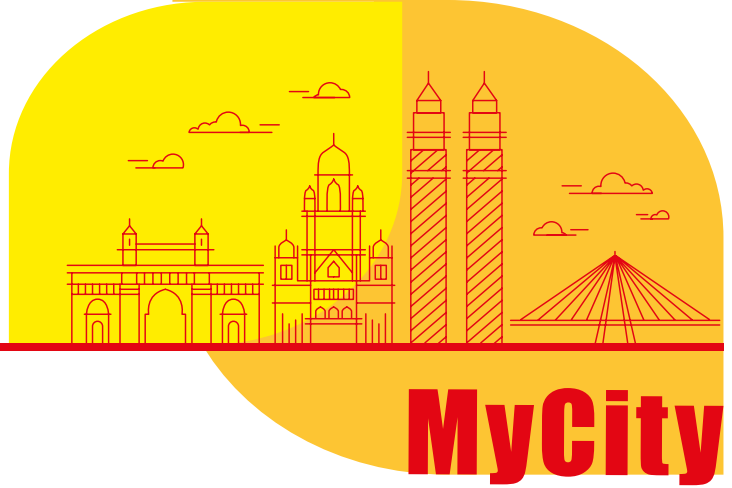




PROJECT MUMBAI.org

People. Purpose. Positive Change.



Vol 4, Issue 5, Jan 2021



Waking Up to Newer Realities

According to the Chinese calendar, 2020 is the Year of the Rat — a creature believed to symbolise good luck and wealth.

What we have learnt from the rat, however, is to scurry for cover in the year that has gone by, the year of the coronavirus.

This has indeed been a time of upheaval and we have witnessed changes that till the pandemic struck, none of us could have imagined.

It has been a year of loss — of health-both physical and emotional, loss of opportunities, of livelihood and for many, of loved ones. Equally, it has been a year of challenges thrown at us, facing situations and consequences where often, we have had to struggle, seldom finding easy answers.

Pain cannot be compared, quantified or qualified. Each one's pain is uniquely their own.

Yet, there are times, when we step out of our own trying circumstances and attempt to experience the challenges confronting those with way less privilege.

The teenage braveheart who cycled a few hundred kilometers on a bicycle, with her father riding pillion. The children who waited long hours for the rare meal of the day, braving sun and rain. The elderly, trapped inside homes in many a situation far away from loved ones, vulnerable and fearful. Scores of citizens, packed tight in trains, who battled hunger and thirst throughout their long and arduous journey back home.

These are but a few of innumerable narratives -- stories which have either driven us to despair and on some days, driven us to action.

It is at this point, that I would like to take this opportunity to doff my hat to the heroes of Mumbai, those motivated warriors who volunteered to make a difference to our city.

I count among them not just individuals-young and not so young, but institutions, non- profits, corporates as well as agencies of the government. Even here, examples of valour and sacrifice despite challenges and pain abound.

Their unceasing commitment from early March 2020 has been the reason why we are here today.

It is these citizen heroes who saw opportunity in adversity — the opportunity to provide support through action and collaboration. They continued the fight against all odds because they determinedly believed that without extra helping hands, things could get worse.

At this juncture, I would also like to compliment the team at Project Mumbai which includes you — our champion volunteers — who have given shape, structure and meaning to each and every initiative of ours. Be it providing cooked meals to millions, delivering medicines to seniors, distributing bananas to children, setting up the dashboard for non-COVID care and even painting the railway stations as a tribute to our unsung frontline heroes, you have been at the forefront of it all.

You have displayed how change and transformation can be achieved, through volunteering and initiatives of scale.

Yes, it has been a trying year. Yes, possibly, the worst may not be over, yet. Yes, the impact may be felt on our emotional well-being for years to come.

But the inspiring work done by so many of you re-energises the optimist in me. In us.

As we reflect on the year gone by and take the first few steps of 2021, let us hope that the dark clouds get blown away by winds of change. Let us also look for the silver lining in these clouds.

For me, the two positive takeaways from this pandemic have been:

First: Give.

There are people who need more help than we can ever imagine. So, do not hesitate in GIVING. Surprise yourself with how much you can do for others.

Second: Giving has different avatars and forms.

It is not necessary that to help others, you have to step out. Nor is it necessary that you need to give money to reach out (though, yes, it can be counted among critical game changers). Work from home has taught us that even from within the confines of our homes, we can do much to transform the lives of others.

For those among you who want to and have been wondering how to start helping, look around. There are opportunities aplenty and the right time to get going is NOW.

As always, a good place to start is from My City.

As we start with 2021, I wish you all a better tomorrow — by inviting you to take a step and start volunteering today.

Stay well. Stay safe.

Shishir Joshi

Founder and Chief Executive Officer,
Project Mumbai

Thank You
For This....And
We Owe It To
You All

Limca Book of Records

Indian Record

Biggest clean-up campaign for waterbodies

Project Mumbai, a not-for-profit organization from Mumbai, Maharashtra, organized the biggest clean-up of waterbodies during 1-2 and 5 June 2019 as part of their World Environment Day celebrations. Titled 'Jalosh-Clean Coasts', the campaign attracted 5,000 volunteers, who collected 20 tonnes (20,000 kg) of waste from three rivers, eight beachfronts and four mangrove points across Mumbai.



Vatsala Kaul Banerjee
Editor, Limca Book of Records

Date of Issue: December 2019
(LBR 2019)

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Mirror

Project Mumbai bags international award

PANJIM: Project Mumbai, an award-winning model of Public-People-Private Participation known for social transformation through initiatives of scale, especially during its fight against COVID-19 in Mumbai, has been selected by the UN SDG Action Campaign as one of the global recipients for the Solidarity Award, a special call from the annual UN SDG Action Awards 2020. Shishir Joshi, CEO and founder of Project Mumbai are among the 50 chosen globally for this honour. Among the top fifty recipients in the world, three from India have made it to the global fifty list of winners, Project Mumbai being one of them and only one from this region. Project Mumbai is a 20-month-old not-for-profit and in the last hundred days, launched three mental health helplines, built a network of volunteers to provide groceries and medicines to vulnerable senior citizens and people with disabilities living alone, contributed over 2 lakh PPE kits to doctors, over ten thousand PPE kits and two lakh masks to the Mumbai Police and among its various initiatives provided cooked meals to 45 lakh citizens—homeless and migrants across Mumbai—to over 20,000 families.



Groceries being delivered free of cost to senior citizens and people with disabilities in Mumbai.

O Heraldo Goa

City-based NGO gets UN award for Covid effort

Mumbai: A Mumbai-based organisation, Project Mumbai, received the United Nations SDG Action Solidarity Award 2020 for its action amid the Covid pandemic. The UN campaign recognised 50 inspiring stories of solidarity from across the world.

This volunteer-based non-profit launched three mental health helplines, provided groceries and medicines to senior citizens and people with disabilities living alone, contributed 2 lakh PPE kits to doctors, 10,000 PPE kits to Mumbai Police, provided meals to 45 lakh homeless citizens and migrants, kits to over 20,000 families.

A PROUD MOMENT FOR MUMBAIKARS

Project Mumbai receives UNITED NATIONS SDG ACTION Solidarity Award 2020

#mumbaikelivekucchbhikarega



Project Mumbai Honoured with the UNITED NATIONS SDG Solidarity Action Award 2020 in recognition of its Humanitarian work during COVID 19.

hindustantimes

Non-profit Project Mumbai to receive special UN award

MUMBAI Updated: Jul 17, 2020 6:12:07

HT Correspondent

Project Mumbai, a 20-month-old non-profit organisation that has worked on various social initiatives during the Covid-19 pandemic, is one of 50 organisations in the world selected by the United Nations (UN) SDG Action Campaign for a special award.

The UN SDG Action Campaign is an initiative established by the UN Secretary-General to bring people together from every part of the world, to set on sustainable development goals (SDGs). Through its annual Action Awards, the UN SDG Action Campaign has recognised the most impactful initiatives undertaken and implemented in communities around the world to improve people's lives amid the ongoing Covid-19 pandemic.

Of the three recipients from India, Project Mumbai is the only one from the western region. Over the last 100 days, the organisation has launched three mental health helplines, built a network of volunteers to provide groceries and medicines to senior citizens and people with disabilities living alone, and contributed over 2 lakh personal protective equipment (PPE) kits to doctors and frontline workers. It also provided cooked meals to 45 lakh citizens—homeless and migrant across Mumbai—and grocery kits to over 20,000 families.

TRINITYMIRROR

UN recognition to COVID-19 warriors

Project Mumbai's service initiative in lockdown

M Ruff Ahmed

"Life's most persistent and urgent question is, 'What are you doing for others?'" is an inspiring quote of US civil rights activist and Congressman Martin Luther King Jr. Similar is the view of Project Mumbai's founder and CEO Shishir Joshi, whose service organisation has been chosen for United Nations Sustainable Development Goals (SDG) Action Campaign's Solidarity Award for service to society.

Over the last hundred days, the organisation has launched three mental health helplines, built a network of volunteers to provide groceries and medicines to vulnerable senior citizens and people with disabilities living alone, contributed over 2 lakh PPE kits to doctors and over 10,000 PPE kits and two lakh masks to the Mumbai Police. It has also provided cooked meals to 45 lakh people across Mumbai besides providing grocery kits to over 20,000 families.



Senior citizens receiving essential (right) groceries, food packets, medicines besides PPE kits to doctors and police personnel. Project Mumbai won the hearts of the Mumbaiites for their service initiatives. Taking a lead in this mega exercise is Shishir Joshi, a multifaceted personality as a veteran journalist, a mentor and a leadership coach, who is instrumental in mobilising service minded people for a noble cause. And the more interesting part is that Shishir during the 100 odd days of lockdown established three mental health helplines besides forming a network of volunteers to serve the needy.

Their service initiatives during this lockdown include distribution of 2 lakh PPE kits to doctors, 10,000 old PPE kits and 2 lakh face masks to police personnel, food packets to 45 lakh citizens mostly migrants and shelterless besides grocery kits to 20,000 odd needy families. Help in need is a help indeed in the background for the team of volunteers.

Devdiscourse

Business Briefs

PTI | Mumbai | Updated: 16-07-2020 22:18 IST | Created: 16-07-2020 22:18 IST



Project Mumbai, a public-people-private-participation initiative working towards social transformation run by ex-journalist Shishir Joshi, has been awarded by the UN for its work during the COVID-19 pandemic across the country and especially in the megacities. The UN Solidarity Award comes under the international body's social development goals action campaign 2020, a statement from Project Mumbai said on Thursday.

Apart from Project Mumbai, there are two more Indian entities in the list of 50 awardees -- Siddharth Jain-run Covidosis.org and the Annapurna Breakfast Programme -- and the award is in honour of the affirmative humanitarian action undertaken amid the ongoing pandemic. Project Mumbai helped in the areas of healthcare, education, mental health, hygiene and providing food for the underprivileged, impacting over 45 lakh across 24 states during the pandemic.

LATESTLY

Friday, July 17, 2020

Business Briefs Project Mumbai Bags UN Award

Agency News: PTI Jul 16, 2020 11:27 PM IST

Mumbai, Jul 16 (PTI) Project Mumbai, a public-people-private-participation initiative working towards social transformation run by ex-journalist Shishir Joshi, has been awarded by the UN for its work during the COVID-19 pandemic across the country and especially in the megacities.

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PTI/NDI

MumbaiMirror

Project Mumbai gets UN honour for Covid-19 aid

Mumbai Mirror / Jul 17, 2020, 06:00 AM IST



The organisation among three selected from India for the special call from the annual UN SDG Action Awards 2020. The award honours the most impactful acts of humanity in the ongoing global health crisis.

Joshi and Project Mumbai are among the top 50 recipients chosen for this honour across the globe. The organisation is among three selected from India for the special call from the annual UN SDG Action Awards 2020. The award honours the most impactful acts of humanity in the ongoing global health crisis.

"This recognition by the United Nations honours the spirit of every individual who has contributed to our fight against Covid-19," Joshi said. "Project Mumbai is founded on the principles of volunteerism and its report and outreach platform is built on a strong sense of ownership of our city."

Over the last hundred days, the organisation has launched three mental health helplines, built a network of volunteers to provide groceries and medicines to vulnerable senior citizens and people with disabilities living alone, contributed over 2 lakh PPE kits to doctors and over 10,000 PPE kits and two lakh masks to the Mumbai Police. It has also provided cooked meals to 45 lakh people across Mumbai besides providing grocery kits to over 20,000 families in need.

APN NEWS

APN NEWS is a leading news and information platform for the Asian Pacific region.

APN NEWS

PROJECT MUMBAI conferred with the prestigious United Nations SDG Action Solidarity Award 2020

Published on July 16, 2020

By Shishir Joshi

Shishir Joshi, CEO and founder of Project Mumbai, has been awarded by the UN for his work during the COVID-19 pandemic across the country and especially in the megacities.

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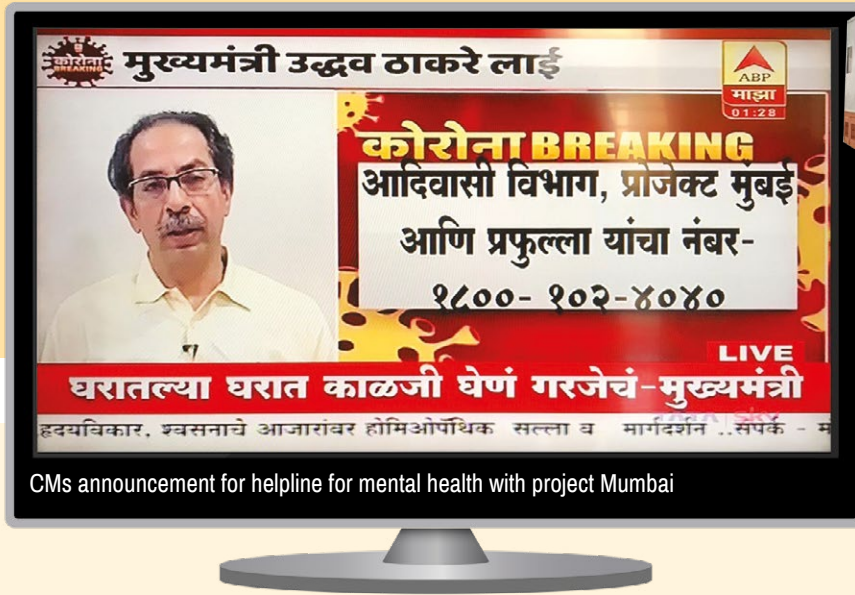
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2020-A YEAR WHEN NEGATIVE BECAME THE NEW POSITIVE AND WHEN PEOPLE BRIDGED GAPS BY INCREASING DISTANCES



Vanity vans donated for women police on duty

There is probably no one who has not been impacted by the COVID 19 pandemic.

2020 had begun on a quiet note and the global impact was just about trickling in. By early March, the first signs of the tidal impact were felt in India's commercial capital—Mumbai.

Being an early invitee to the Mumbai Municipal Commissioner's Task Force to tackle COVID, as CEO and Founder of Project Mumbai, our team too getting quickly familiar with the state (and city administration) response. There were gaps in citizen pain points which required immediate addressing.

In hindsight, we do realize that no administration could foresee a catastrophe of this magnitude and to expect it to plug all gaps, was expecting a lot. The Nonprofit sector, and civil society rose to the occasion. Project Mumbai was one of them.

Thus, aware of the gaps that were emerging or likely to emerge, we got into action mode. This was in Mid-March.

In the early days, the numbers were only trickling in and there was only one

dedicated COVID hospital assigned by the Municipal administration. This mushroomed into a three-digit number within 45 days.

This also meant that the asymptomatic or those arriving from other countries (flights were still being allowed in) were being 'requested' to remain home-quarantined. This also meant that these people were more likely to run out of food and grocery resources if they remained indoors for long. Or, worse, feel compelled to step out for the same which could increase the chances of infection spreading into the community.

1. Grocery to those medically quarantined:

Our first actionable initiative began even before the lock-down began. Our army of volunteers, swung into action to provide this relief. In several cases, we dipped into our resources of donations to pay for the groceries of those who could not afford to purchase.

We simultaneously reached out to retail outlets to provide us pre-packaged grocery kits so that there is zero physical touch when it came to our volunteers delivering grocery kits to those medically quarantined. Their health and safety were and remains our responsibility.



2. Support for Senior Citizens and Physically disabled: Living Alone

We, along the way, also realized that senior citizens living alone, were among the most vulnerable. For medical reasons and also physically, they had limitations in movement. Additionally, with house help not available, due to the lock down, many senior citizens were forced to fend for themselves. The same was for people with disabilities living alone in Mumbai.

That is when we launched one of the largest free home delivery services for senior citizens living alone in Mumbai. Similarly, we launched a helpline facility for medicines, groceries and veggies for the physically disabled as well. The response was immediate. We began getting calls from people across the world--requesting us to take care of their parents.

We also launched a buddy system among our volunteers so that these seniors were attended to emotionally.

A large number of such citizens required customized food. Our volunteers began providing food cooked, in several cases, food cooked from their own homes. In other cases, we utilized agencies who could cook, which we sponsored, and they would deliver. For people with disabilities, ensuring medicines on time was a challenge which we undertook. The Mumbai Municipal Corporation came on board as a partner, appreciating our initiative,

We have helped and supported over Ten Thousand such individuals and families so far.

We have been responding to requests from across the world.

This is when our army of volunteers also expanded. Rapidly.

3. Volunteers army:

Project Mumbai has been blessed to have a large number of dedicated citizen volunteers--our army of Good Samaritans-- which has been catering to the needs of such senior citizens with home cooked food. Close to 2000 citizen volunteers are supporting Project Mumbai from across different suburbs which are now mapped. On an average, we have been getting requests in three digits by the day and which has now trickled to two digits. Each volunteer name is mapped by name, number and geography. We have built a hyper local network through such volunteers.

Increasingly, with lock-down extension fears increasing, people's stress levels began building up. That is when we felt, it was important to address that.

4. Mental Health Helplines: Two special lines:

To combat stress, we launched one of the most comprehensive Mental wellness helpline --**Counsellors**

on Call--with 50 trained counsellors attending to calls, in seven language options seven days a week.

As we began reaching out to people, we also realized that people with challenges, and special needs had issues which required addressing. That is when we brought together another group of professionals. Thus, we launched a mental health helpline for families who have children or members with special needs---**Special Needs Therapists**.

On this facility, we had thirty plus trained therapists attending to calls from 8 am to 8 pm, seven days a week.

Elsewhere, with lock-down, migrants had begun deserting workplaces. This meant hospital canteens were shutting. We were approached by the Government to assist.

5. Food to doctors:

We took up this request and began assisting the Government in providing food for the -front-line caregiver army---the doctors. At last count, on the last day of the operation we were providing breakfast, lunch and dinner to over 1700 doctors every day and had completed meals to over one and a half lakh doctors across Mumbai and Navi Mumbai.



This included doctors from JJ, Cama, Cooper Hospital, Sion Hospital, Navi Mumbai, KEM doctors as well as the staff of the COVID control room in Mantralaya--the Maharashtra Government HQ

By then, with lock-down severity intensifying, people were feeling the paucity of food supplies. As streets became deserted, so did emerge the issue of livelihood, among the homeless and migrants.



Khaana Chahiye

6. Food for the Homeless: KHAANACHAHIYE initiative

On March 29, we started an initiative to provide meals in those in dire conditions. On day one, a Sunday morning, in the last week of March, we first started providing food to a 1000 homeless along the 25 km stretch of the Western Express Highway, every day. Thus, was born KhaanaChahiye, co-founded by Project Mumbai and one of the most successful citizens supported food programs India has seen. By July, this initiative had catered to over 60 lakh people across Mumbai, Thane and Navi Mumbai. At peak, we were providing cooked meals to over 70,000 people every day.

Along the distribution, we also noticed a lot of children, --with lesser privileges, who required assistance. They needed food.

6. Bananas for every child:

We thus co- launched an initiative to provide free bananas for every child of the homeless and migrant. Starting with 1000 bananas, our distribution peaked to supplying 4000 bananas every day. The intention being, no child should sleep on an empty stomach.

Our objective was also to build sustained living.

7. Food-grains for the needy: RATION CHAHIYE

In this journey, we began slowly identifying small community pockets who needed food grain kits. Thus, was also born RationChahiye, a parallel initiative which focused on identifying families which could do with sustained support. This initiative too, by end July had identified over 30,000 families in several wards of Mumbai.

The Municipal Corporation, which was by then grappling with a food distribution crisis, reached out to Project Mumbai and urged us to take on the responsibility of some of the wards. We eventually took responsibility of Five key wards where grocery kit and cooked meal needs were reached out.

8. Mental Health service toll free Helpline- first in India by any state

While our attention remained on Mumbai, we also realized that communities across Maharashtra were facing acute challenges. This is when we chose to extend a much larger plan on Mental Health. On April 19, we launched a first of its kind COVID toll free helpline for the 13 crore residents across Maharashtra to help them service their mental health concerns. This is in partnership with the Government of Maharashtra.

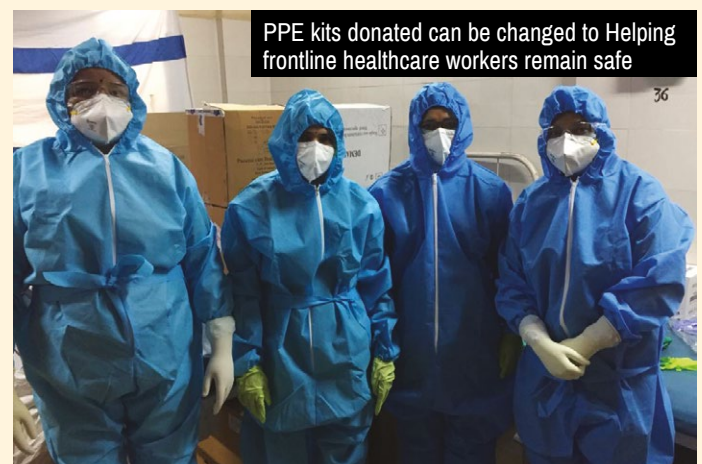
We began getting on an average 350 calls, every day, with support from 75 trained counsellors attending to this helpline.

By end July, we had merged all three helpline facilities into one helpline, promoting SAMVAAD. We also included the service of Grief counselling for those experiencing acute pain and trauma as a result of the pandemic.

Our focus, across sectors remained citizen welfare and yet, we experienced that very few were working on a collaborative manner. There were gaps in equipment support.

9. PPE Kits:

We thus began reaching out to corporate partners. We are probably the only nonprofit which has donated over two lakh PPE Kits to doctors in Mumbai. Subsequently,



we also provided an additional 10,000 khaki PPE Kits to the Mumbai Police. The largest such donation in India.

Earlier, we had distributed over 200 PPE kits to the Airport CISF.

Help line for mental health with Govt of Maharashtra

10. Vanity vans for women cops: Mission Suraksha

The other category of uniformed warriors, the cops, remained our focus. Especially women cops who remain out on the road for protection duty. They had limited options to go to washrooms, we supported an initiative of **Filmmakers for Frontline Care and Chhitra Subramaniam along with filmmakers Ketan Rawal and film Producer's guild of India got 16 Vanity vans for them to rest and as restrooms.**

Our larger initiative was to help get people back on their feet.

Especially people who were finding it hard to make both ends meet in these trying times. It was important to map such people and helping the city administration is important.

11. DOMESTIC ABUSE OUTREACH:

On May 6, we supported and partnered with Safe City and Red Dot Foundation to launch a helpline initiative for domestic violence outreach for victims too.

12. Citizens Migrants Homeward bound-

From the first week of May, our teams began providing food to migrants travelling home. This continued all of the month of May till the last train was discontinued. Over 45,000 people every day by train

14. NON COVID DASHBOARD FOR HOSPITALS:

COVID-19 led to several challenges for citizens. One of them being reaching out to hospitals for treatment. The other being an acute absence of information on data of hospitals for people who required non COVID-19 treatment.

Seeking data of some hospitals from MCGM, Project Mumbai engaged its champion volunteers to help build a dashboard for Non COVID-19 hospitals. From a citizen support point of view, it meant, any person seeking to find a hospital for treatment had only to go to the dashboard and click on the ward, or the geography alphabetically. The dashboard was maintained LIVE on a day to day basis by the volunteering team.

15. MASKS AND RAINCOATS FOR MUMBAI POLICE

As Monsoon had begun impacting Mumbai, COVID and rains added more challenges. With the support of our donor partners, we provided the Mumbai Police with two dispatches of masks, of two lakhs each and an additional quantity of ten thousand rain coats for the policemen to brave the rains.

16. CALL CENTRE FOR HOME QUARANTINED



Tiffins and Cooked meals for Frontline workers during the pandemic



Meals provided to doctors at Hospital



Meals to staffers at the COVID control room at Mantralaya, the Government Headquarters

and close to twenty thousand by road, were provided food kits and water by KhaanaChahiye, our citizen led partner initiative.

In some cases, we also organized buses for their travel and in one case, an entire train to Tamil Nadu.

13. ONE MILLION MEAL MISSIONS:

In the last week of May, we also launched a one million meal mission, to ensure no citizen who is homeward bound, should return on an empty stomach.

By July, the number of home quarantined cases were on the rise. Doctors were caught up in attending to patients in hospitals. The MCGM had to engage teachers to attend to those Home quarantined. Partnering with a service provider, Project Mumbai formally signed an MOU with MCGM to set up a home quarantine Call center, MUMBAI MAITRI, to attend to the home quarantined.

Over 60 thousand patients benefitted from this initiative, it helped free up hospital beds for those who could not afford it and it benefitted family members



SALAAM RAKSHAK— India's most massive gratitude art across 41 Railway Stations of Mumbai—saluting COVID Warriors—by citizen volunteers led by Project Mumbai. You won't miss it when you take the next train in



The otherwise bustling Thane station has been decorated with work of art as well—representing India's rich cultural heritage



Silence—citizen volunteer at work. For us



It is art with a heart—bringing joy and smiles on those who watched and as the next image shows, even those who spent time crafting the walls

as well. The Project Mumbai mental health helpline supported those who needed emotional wellbeing support.

17. SALAAM RAKSHAK-INDIA'S BIGGEST VOLUNTARY PUBLIC GRATITUDE ART FOR COVID WARRIORS

In September, Project Mumbai joined hands with Central and Western Railway to bring together the country's biggest voluntary gratitude art dedicated to COVID 19 warriors. As part of this, 41 stations (21 on Western railway from Churchgate to Dahisar and 19 on Central Railway from CST to Thane) are being painted with designs of cultural art representing various states as well as COVID warriors, our unsung heroes.

A major part of the work is being done by artists whose livelihood is being taken care of by this initiative, funded by Project Mumbai and remaining through the enthusiasm of volunteers.

18. REGULAR MENTAL HEALTH CAMPS FOR SENIOR CITIZENS, TEACHERS AND STUDENTS

As the pandemic continues, Project Mumbai's mental health team has been busy hosting specialized webinars for children, senior citizens, teachers and students and also staffers of NGOs who have been impacted by the virus directly or indirectly. These have been received with much appreciation.

19. EMOTON EXPRESS—AN INITIATIVE TO SHARE A COMMUNITY HANDBOOK ON COPING

Celebrating the festival of Giving, the Mental Health team put together an initiative enabling citizens to share their coping mechanism on stress, anxiety, loneliness and other challenges on wellbeing. This was subsequently put together in a documented form so that as many people can benefit from this shared solution.

Project Mumbai distributed over 50,000 sanitary pad kits across Mumbai, Raigarh and parts of Central India, in partnership with Project Baala



20. MASS SUPPORT ON SANITARY PAD KITS

The pandemic has adversely impacted hygiene, especially a critical area of women's hygiene. Project Mumbai partnered with Project Baala and distributed 50,000 sanitary pad kits across hundreds of locations across Mumbai and Raigarh. Close to 20 institutions partnered with Project Mumbai in this initiative.

22. MEALS FOR COMMERCIAL SEX WORKERS AND MIGRANT FAMILIES

In July and August, on a request from the Municipal Corporation, Project Mumbai supported meals to over 2 lakh migrants who were still wanting to return home and around the same time, over 42 thousand meals were provided to Commercial sex workers, who were unable to make both ends meet.

23. MASKS FOR CHILDREN

Coinciding with the festival of Giving, our focus was on children too, and we donated over 15 thousand masks made from Khadi, funded by donor Hyundai motors.

24. GROCERY KITS AND FOOD PROVISIONS WITH THE HELP OF CORPORATE SUPPORT

In October, the award-winning Mumbai Plastic Recyclothion picked steam. Project Mumbai urged people to donate as much plastic which could be

PPE Kits for the police –over ten thousand khaki kits specially designed for them



Face shields, raincoats and face masks for our warriors in khaki distributed by Project Mumbai



21. PPE KITS AND TEN THOUSAND 95 MASKS FOR LESSER PRIVILEGED HOSPITALS

Around the time things were getting more frenetic, Project Mumbai partnered with various donors to provide ten thousand N 95 masks to Rajawadi Hospital, Ghatkopar, Holy Spirit, Kalyan, Divisional Railway Hospital, Kalyan, K E M Hospital Mumbai, J J Hospital, Mumbai, St George Hospital, Mumbai and the Bhiwandi Municipal Hospital.

reused. We promised to match every kg of plastic with a kg in groceries. We later increased it to four times of groceries. Mumbaikars donated with their heart and 2.5 tons of plastic was donated, which is being recycled into amenities. In return, we donated over 10 tons of groceries to needy families.

25. SEPARATORS IN AUTO RICKSHAWS:

With the lockdown easing, people had begun travelling and using public transport. This also meant community spread. To ensure people remained

You will catch a sight of these separators across a few thousand auto rickshaws in suburban Mumbai—our tiny step in safeguarding auto rickshaw drivers and their families and the passengers, from the virus



safe, Project Mumbai partnered with Innovate India and installed plastic separators in close to 4000 autorickshaws, so that the auto drivers remained safe and so do passengers. The initiative has been widely appreciated.

MCGM by creating a unique Data Top up plan for those who have phones but no data to study. This will enable them to study for the remaining five months from November to March. Project Mumbai is raising money through corporate support and crowd funding. Additionally, we are working at providing support to refurbish the unused tablets so that children of eighth ninth and tenth standard get a machine of their own.

In this journey, while some of the larger initiatives have been mentioned in detail, there were also some smaller halts.

Project Mumbai took upon itself to provide grocery kits to a large segment of the North Eastern community in Kalina, during the peak of the pandemic, along with ATE Chandra Foundation we provided two ambulances, working 24 x 7, in the service of the Mumbai police, provided blankets to a team of fifty migrants which had shelter but required support, provided PPE kits to the CISF staff of the Mumbai



Our effort to reach out to families through school children in our grocery distribution drive—a glimpse from a Malad school



26. DATA TOP UP PLAN FOR LESSER PRIVILEGED MUNICIPAL SCHOOL CHILDREN

With the pandemic impacting lives, Project Mumbai has made an effort to reach out to every segment of the society. Children, have always been a focus of special care. Especially how it is likely to impact them emotionally.

In our effort to ensure they study well, especially those with lesser privileges, Project Mumbai has chosen to help over 45 thousand lesser privileged children of

International Airport, delivered trolleys to the Central Railway which had converted some of their trains into medical vans, spent on the medical expenses of people who were unable to bear the cost due to job losses.... and the list will go on.

Project Mumbai also set up a team of tee champs—teenage champs, to help Mumbai and Mumbaikars.

As one of the videos, made by a tee champ said--- Project Mumbai Cares. Yes we do.



Over the last 300 days, Project Mumbai has been relentless in its relief and support initiatives. The first infographic details the outreach and spread during the peak of the pandemic--from March to July 2020.

The second infographic, on the subsequent page, documents our journey from July till end of December, 2020.

Our work, otherwise, continues.



PROJECT MUMBAI.org

People. Purpose. Positive Change.

45,00,000

CITIZENS REACHED ACROSS 24 STATES OF INDIA

₹ 27.5
CRORE +
SUPPORT
RAISED
THROUGH
DONATIONS

4000+
INDIVIDUAL
INSTITUTIONAL
& CORPORATE
DONORS

2000+
CITIZEN
VOLUNTEERS



37 LAKH+
COOKED MEALS

(THROUGH KHAANACHAHIYE INITIATIVE)
TO THE HOMELESS AND MIGRANTS

2.5 LAKH+ BANANAS
GIFTED TO UNDERPRIVILEGED CHILDREN

2 LAKH MASKS
PROVIDED TO MUMBAI POLICE

2.20 LAKH+ PPE KITS
PROVIDED TO DOCTORS AND POLICEMEN

10,000+ SENIOR CITIZENS
PROVIDED WITH FREE DELIVERY OF FOOD,
MEDICINES AND GROCERIES

22,000+ GROCERY KITS
TO SLUM POCKETS ACROSS MUMBAI

16 VANITY VANS
FOR WOMEN COPS ACROSS MUMBAI

1 HOSPITAL DASHBOARD
FOR NON COVID-19 PATIENTS



मुंबई के लिए कुछ भी करेगा



PROJECT MUMBAI.org

People. Purpose. Positive Change.

Winner of United Nations SDG Solidarity Action Award 2020

OUR COVID-19 RELIEF STORY CONTINUES HELPING MUMBAI GET BACK ON ITS FEET (JULY TO DEC) *

SUPPORTED
BY
GENEROUS
DONORS
AND A VAST
HYPER-
LOCAL
CITIZEN
VOLUNTEER
NETWORK

WHICH INCLUDES
MANY OF YOU!



30,00,000+
MEALS FOR THE LESS PRIVILEGED THROUGH
KHAANACHAHIYE AND OTHER INITIATIVES

4,70,000
MASKS, SANITIZERS, FACE SHIELDS AND
RAINCOATS DISTRIBUTED TO MAHARASHTRA
POLICE

60,000+
HOME QUARANTINED PATIENTS
BENEFITTED FROM MUMBAI MAITRI-A CALL CENTER

50,000
SANITARY PAD KITS DISTRIBUTED
TO WOMEN ACROSS MUMBAI

15,000
KHADI MASKS TO CHILDREN
ACROSS VARIOUS COMMUNITIES

10,000+
GROCERY KITS FOR FAMILIES
WITH LESS PRIVILEGES

5,000+
BENEFICIARIES OF ONLINE MENTAL-HEALTH WORKSHOPS

4,000
AUTORICKSHAWS FITTED WITH DRIVER-PASSENGER SEPARATORS

41
RAILWAY STATIONS ACROSS MUMBAI COVERED WITH GRATITUDE
ARTWORK FOR COVID-19 WARRIORS THROUGH SALAAM RAKSHAK,
INDIA'S LARGEST-EVER VOLUNTEER ARTWORK PROJECT

LAUNCHED A DIGITAL DATA TOP-UP PLAN TO
BENEFIT THE EDUCATION OF OVER 40,000
MUNICIPAL SCHOOL CHILDREN

*AND MANY MORE INITIATIVES



To know more about our other initiatives, please visit www.projectmumbai.org

मुंबई के लिए कुछ भी करेगा

Announcement
of Mental health
helpline by
Maha CM

19th April 2020

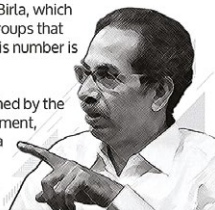
- We have told owners, that wherever possible, if you can take care of your employees and workers in your premises, we will supply grain, you will also get necessary raw material. Do your work.

- We want transport of goods and not that of the virus. I do not want to take risks. I know it is tough to sit like this doing nothing. It is a punishment in itself. Take this as a duty!

- I want to give two more numbers. People may feel uneasy, depressed, lonely, and frustrated, after sitting at home for days. Then what is to be done? The government has two numbers for this. Take them down.

- The first is by the BMC and Birla, which is among many voluntary groups that are coming forth to help. This number is 1800120820050

- The second has been launched by the Tribal Development Department, Project Mumbai and Prafulla - 18001024040



Mumbai Ke Liye Kuchh Bhi Karega: India's largest PPE kit donation, from Project Mumbai to doctors and health care workers of Mumbai, packed and ready for delivery in June 2020



Lifeline bags: Grocery kits ready for distribution. Cloth bags, not plastic



Facilitating lunch for senior citizens during complete lockdown



Often, the distribution would go on till the wee hours—this image of citizens from other states being supported



Safe landing—Our outreach took us to the airport as well—PPE kits in the hundreds were distributed to the airport doctors and CISF staff



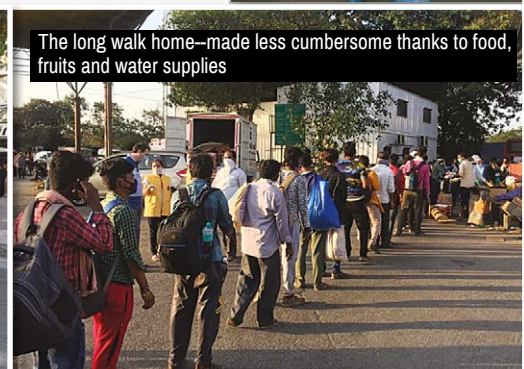
Look ma, I am safe: One of the doctors at Nair hospital displaying a PPE kit donated by Project Mumbai



Facilitating delivery of grocery kits during lockdown to senior citizens living alone



This tiny tot, excited to be gifted a banana, as part of our food drive



The long walk home—made less cumbersome thanks to food, fruits and water supplies



Smiles and blessings—a happy silver citizen flashes a golden smile of gratitude



Anytime within reach: That was the spirit of our volunteers, ready to step out and help distribute food and other amenities



PROJECT MUMBAI.org
People. Purpose. Positive Change.

GRATITUDE !

DIAL 4242

ONE INDIA
ONE AMBULANCE NETWORK

Two 24 x 7 ambulances, to ferry cops who were impacted by the virus

STORY IN PICTURES

PROJECT MUMBAI-LED AND SUPPORTED INITIATIVES OF FOOD, GROCERY AND WATER DISTRIBUTION IN DIFFERENT MOMENTS—FOR TRAVELLERS, TO SENIORS, THOSE IN WAIT AND THOSE UNABLE TO FEND FOR THEMSELVES



MORE OF PROJECT MUMBAI INITIATIVES--YEH HAI MUMBAI MERI JAAN



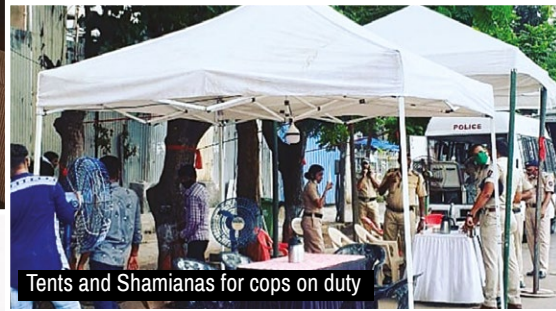
MUMBAI KE LIYE KUCHH BHI KAREGA



Maitri - Support to Senior citizens during lockdown



Food for homeless



Tents and Shamianas for cops on duty

Khaana Chahiye



Bananas for children in partnership with 'Kindness Unlimited'



Khaana Chahiye team while distributing meals



Khanna Chahiye team preparing and packing meals with all the safety precautions

AROUND THE SAME TIME--PROJECT MUMBAI HAD TURNED TWO YEARS OLD. WE REMAIN RELENTLESS IN OUR MISSION--PEOPLE-PURPOSE-POSITIVE CHANGE. SOCIAL TRANSFORMATION THROUGH INITIATIVES OF SCALE. SOME OF THOSE WHO INFLUENCED AND INSPIRED US, WROTE IN



“Project Mumbai is such a fine expression of the spirit of Mumbai... immediate to respond to situations, audacious in setting goals, creative in problem solving and inclusive in engaging citizens. Shishir Joshi amazes the city with one initiative after the other, giving Mumbaikars opportunities to express their generosity in their busy daily lives.”

— Pushpa Aman Singh,
Founder & CEO, GuideStar India & Global Leader, GivingTuesday India



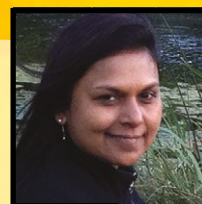
Project Mumbai is a great project because it represents Mumbai in all its diversity, spirit of solidarity and community. Its founder Shishir Joshi is its guiding force and sets the tone for the organisation's ethos. Red Dot Foundation has collaborated with Project Mumbai on several projects and it has always been a rewarding experience. Together we can achieve more and push more boundaries.

— Elsa Dsilva,
Founder and CEO, Red Dot Foundation



Project Mumbai is a really needed initiative for the city. What stands out as its core competence (along with that of its founder, Shishir Joshi) is the excellent “execution ability” at scale. From setting up COVID helplines, to providing medical equipment, incubating massive initiatives to feed and transport migrants, to providing mental health support, Project Mumbai has done a lot on the ground in the last few months. Here's wishing PM all the very best in the years to come!”

— Venkat K N,
Principal Trustee, India Welfare Trust



Bananas, they are nutritious, filling, and straight up awesome, In early April 2020 to help all those families adversely affected by the lockdown, we took on the task of providing 5,000 bananas a day to the kids of the homeless, migrant and daily wage earners, construction workers, contract labourers, street vendors and slum dwellers all across Mumbai. This would have been impossible without the onground support of Project Mumbai and thanks to the contribution of many kind individuals who helped these kids fight hunger and get their daily nutrition. So we did something crazy good, we said let's #GoBananas. A warm Thank you to Team Project Mumbai for this kind collaboration .

— Nirmala Mehendale,
Founder Trustee, Kindness Unlimited
President, World Kindness Movement



Congratulations to Shishir and the team at Project Mumbai on completing two years.

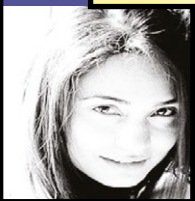
The ATE Chandra has found a valuable in Project Mumbai. When Covid19 first hit, our foundation had identified various hospitals to donate ppe kits and ventilators to. Additionally our team also identified vendors from whom high quality equipment could be ordered. That was when Project Mumbai stepped in to make the entire process seamless for us.

Post that, whenever we required support for our on ground activities, Project Mumbai was our go to ngo partner. Through our partnership we were able to support various activists from providing the police with ambulances for their staff to a home quarantine call centre for covid patients.

In our interactions, we've seen that Project Mumbai and its volunteers are always identifying how best to support the government and the city during its hardest times, even beyond what's immediately obvious.

We wish Project Mumbai all the very best and thank the team for all the support provided to the government, philanthropists and citizens of Mumbai.

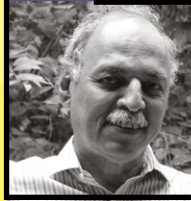
— **Amit Chandra,**
ATE Chandra Foundation
MD, Bain Capital



There is so much heart, generosity and compassion in everything Shishir does, it is amazing! Watching him solve problems, whether it's feeding a million homeless people during the pandemic or whether it's about getting 1000 strangers to come together on humanitarian grounds under

Project Mumbai, it is like an orchestrated show. The life he puts in every endeavour is enthralling! No wonder Project Mumbai has been one of the most impactful change agent during the pandemic. It's been a pleasure to know Shishir and work with Project Mumbai and I am sure we will be doing much more together in the future. Congratulations!

— **Supreet K Singh,**
Director and COO, Red Dot Foundation



The toddler who grew to be a Giant

I first really heard of Project Mumbai in early March this year when Shishir Joshi came home for a chat. I had missed their launch event because

I was travelling but remembered having been impressed that they had the then CM Devendra Fadnavis at the event. Shishir narrated the progress he had made and talked both engagingly and with conviction about Project Mumbai's tagline "Mumbai ke liye kuch bhi karenge" "I instantly liked him because I sensed that he had the ability to think audaciously and yet retain humility, a winning combination that I had seen work before. At that moment they had done impressive work on plastic recycling and he talked of making Mumbai waste plastic free. Mentally I had made a note to watch the progress because my instinct told me that although still a toddler in the space this organisation had potential.

And then Covid happened, and suddenly I found Project Mumbai everywhere, be it solving the problems of migrant workers, or feeding thousands of jobless, or providing PPE kits for the entire government hospital staff in the city to running a mental health helpline or starting a call centre for managing COVID response at detection, Project Mumbai had done it. It was amazing to personally see the ease with which Project Mumbai conceived solutions to complex problems that COVID had created and then speedily executed them considerably reducing the strain and the burden of the city admin. I was stunned .. I had seen over the last six months the almost magical transformation of a toddler to a giant in the space .. and as Project Mumbai turns two as a Mumbaikar I feel secure in the knowledge that the city has a guardian who can be relied upon ..

Happy birthday Project Mumbai .. May you replicate yourself in all Indian cities

— **Ujwal Thakar,**
Mentor and Dronacharya



LEARNINGS



Arun Kumar: CEO, Apnalaya (NGO partner)

What did I learn in the last six months as a civil society worker?

The challenges brought upon by the pandemic and the lockdown have forced all of us to think who we are as samaj, sarkar, and bazaar. That a medical crisis became a humanitarian crisis overnight speaks volumes about the strength of our institutions, both government and non-government.

When workers began to flee Indian cities in March, the development sector began to wonder exactly how many migrant workers there were, how many of them were daily wage earners, how many were in the informal economy. In Mumbai, for instance, the initial estimate hovered between eight lakhs to 10 lakhs. In May, we estimated that about 11.5 lakh workers had left the city. This number went up to 25 lakh by July. We simply had no reliable data on workers who lived in slums constituting about 50% of Mumbai's population, as to how they lived, how many of them had no savings, no ration card, no social protection whatsoever.

That in an unequal world, uncounted people are not just missing data was perhaps one of the most painful learnings. In a democracy, continuously failing to enumerate the vulnerable becomes a way to disenfranchise them was another learning. For social protection of the most marginalised, we must work on their entitlements; we must facilitate their access to the government welfare measures – was yet another lesson for the civil society organisations.

Once the exact nature and the severity of the crisis began to sink in, there were also some heart-warming responses. The support began to pour in from every

section of the society. The police, the MCGM officials, the medical fraternity, the government and the bureaucracy – everyone responded, may I say, in an unprecedented way. As a CSO, Apnalaya, for instance received more financial support in five months to carry out relief work than its entire budget of the previous year! Great though this gesture was, it made us ponder how come we reach out and donate so generously during a crisis but not so for, say, measures that could have prevented that crisis in the first place? We know that basic documents, entitlements, and access to welfare could have minimised the exodus of the workers who rightly felt somewhat betrayed by the government and the city they served. And, today, we are struggling to garner support to undertake this task that could give the urban poor not just a firmer footing in the city but also a life with dignity.



Yousuf Kabir: UNICEF, State Office of Maharashtra

COVID impacted collaborative approach between organizations: One Pandemic Multiple Warriors

The global response to the pandemic was the imposition of a total lockdown – bringing countries to a grinding halt. India was no exception and here it was the poorest of the poor who were the worst affected. Mumbai, the financial capital of India, has around 1,200,000 migrant workers. With the lockdown, they faced job-loss, inability to pay their rents and fear for their lives. These migrant workers then started leaving Mumbai, in a desperate bid for survival.

In this backdrop UNICEF Mumbai decided to streamline its efforts to respond to Covid-19 and

connect them with the actual needs on the ground. UNICEF Mumbai began conversation with 20 of its development partners, who then added many members who were supporting the cause, as an organization or as an individual. Very soon the group grew from 20 to 100. The main purpose of this group was to exchange ideas, support with resources at the required places and execute rapidly while avoiding duplication in the relief and response work. This platform came to be called the MAHAC19 PECONet. The response has been a mix of human and technical approach through partnership building. The Platform worked to drive results with a commitment and passion to contribute towards significant change without compromising the voices from the field.

The platform has 8 crucial verticals (<http://mahac19peconet.org/>) :

- Jeevan Rath 1.0, 2.0 and 3.0.
- Flush the Virus on urban WASH (Water, Sanitation and Hygiene) response in slums with OHOT (One home one Toilet)
- MHM in Covid Time
- Village preparedness and community resilience
- Capacity Building of FLWs and Service Providers on RCCE (Risk Communications and Community Engagement and IPC (Infection Prevention and Control)
- WASH in Health Care facilities in Covid Time
- School Readiness
- Mapping of reserve migrants for Shelter, Livelihood, Social Entitlement and Skill, and
- Monitoring of continuity of Services on WASH during covid time

The platform as on end of October is 200 days old with 70 active partners with a dedicated Secretariat and diversifying interventions beyond Covid; addressing issues like skilling, Global Hand washing Day, Child Rights Convention Week and Climate Change, World Toilet Days, Plastic Free Week etc. This organic movement and citizens' initiative have transformed into Inter Agency Group for State of Maharashtra for its multidisciplinary team, reach, readiness to respond and respectful partnership.

Yusuf Kabir

WASH Specialist and Emergency, DRR, Climate Change lead for UNICEF State Office of Maharashtra.

Skype: yusuf-kabir, Twitter: @YkabirYusuf;

Blog: <http://safaiwala.blogspot.in/>,

Blog: <https://www.whengodleavesyouoneafternoon.com/>

<https://www.linkedin.com/in/yusuf-kabir-937791aa/>



Vineet Saraiwala: Founder and Volunteer, Atypical Advantage

The only way to make your pandemic response full proof is to include people with Disabilities

Whether it was an individual with a spinal cord injury who needs to get his catheter changed every 15 days or a child with Autism not wearing masks because of his enhanced sensitivity or a student with Hearing Disability unable to understand Government bulletin because of sign language support. Whether it is a wheelchair user who was left all by himself without a caretaker or a patient requiring dialysis every 15 days or a citizen with blindness unable to order Grocery online because of inaccessibility.

What will happen if a person with disability needs to be quarantine? How will they be taken care in the hospital? This is no secret that our Nation was not equipped to handle people with disabilities during the COVID-19 pandemic & they suffered miserably. Instead of highlighting things which were not done for over 100 million citizens, let us focus on how we could improve things for people with disability if such situation occurs again. Kindly note that when you start designing for people with disabilities it would benefit everyone- Women, child, senior citizens & families with individuals suffering from chronic diseases

1. Centralised repository of citizens with special needs- We are talking about a universal Medical Id which needs to be built with the layer of Disability in mind over the UID infrastructure. We could have automatically issued passes to caretakers, shared sign language communication to deaf people, Home delivered Grocery to people with visual & physical disability & created alternative Transport solutions for Dialysis patients. These things could have been done only & only if we had known about the special requirements of our citizens. We are talking about an ID card for migrant workers after realising the extent of the problem

2. Accessible Technology& Infrastructure- Blind users struggled to use the Aarogya setu APP or order online Grocery because of inaccessible Technology. The inaccessible public infrastructure in Apartment's & Hospitals meant people with physical disability & senior citizens had to struggle to get things done. We already have the Right to People with Disability Act,2016 passed by the Parliament which needs to be executed in the right spirit. Imagine How would a Deaf individual reach

out a Government helpline for assistance which is his fundamental right denied to him.

3. Sensitisation sensitisation sensitisation- We should educate all public services-police station, schools, Hospital, Municipal bodies, pharmacies, Grocery stores about the needs of people with disabilities. Lack of awareness creates the greatest divide in the society & massive drives on building an inclusive country needs to be undertaken. For example, When Project Mumbai was assisting citizens with Hearing disability, it immediately reached out to a Hearing Interpreter to communicate & understand the requirement

We have the UID which could help us build a central repository, Right to People with Disability Act 2016 which needs to be strictly enforced & massive awareness drives to raise understanding. So, we already have the tools to improve life of a citizen with Disability & need willingness to do it. An Emergency policy needs to be framed based on talking to all stakeholders so that we do not repeat our mistakes

And Don't forget If you could go down the road to serve the most marginalised communities, You are automatically becoming sensitive towards everyone



Ruben Mascarenhas: Co-Founder Khaana Chahiye

Khaana Chahiye represents the best of what Mumbai and Mumbaikars can do and possibly be. The Covid-19 pandemic and the resulting lockdown has only amplified inequality. This in turn led to a crisis of hunger of inhuman proportions in our city. What started off as a humble effort to serve those in extreme need under the Western Express Highway have today successfully served over 47 lakh cooked meals and supported 20000 families with grocery kits for 4 months. Whether it was setting up of relief operations for the migrant workers exodus at Mumbai's 3 transit points – Vashi, Dahisar and Thane or it was about adopting Bandra, Kurla and CSMT stations to ensure whether every passenger on the Shramik Express had food and water, Khaana Chahiye has successfully responded to every challenge thrown at Mumbai. With generous crowdfunding and the support of corporates like Wipro, Star, Parle, Paytm and others, we were able to create impact at scale. I still won't forget that all it took was 5 minute conversation with my co-founder, Mr Shishir Joshi to bring Project Mumbai on board which allowed a nascent people's movement which gave us the benefits of a registered organization and a bank account. This added credibility to the movement. Shishir Joshi and Sanjay Panvalkar have been standing behind me and my team as pillars. I have a fabulous team and I am privileged

to call Neeti Goel, Bharat Utthan Sangh's Adv. Rakesh Singh, Swaraj Shetty, Anik Gadia and Pathik Muni as co-founders. We are presently working on Mumbai's first ever Hunger Map which is evidence based, multi-dimensional, multi-level hunger in Mumbai. As a team, we believe hunger like poverty is an avoidable suffering and by using the best talent and smart technology, we can actually solve the problem. The credit also goes to a strong team of 200 volunteers who made it possible.



Fr. Godfrey Dsa: Director, Prafula, Centre for Psychological Wellness

Currently, all of us are experiencing emotions, thoughts and situations we've never experienced before. Covid 19 has played havoc with our lives. It has created mayhem with our physical health, wrecked our economy and badly affected is our mental health! Anxiety and depression have become common words. Even children are complaining about feeling anxious and fearful! During this unprecedented time of uncertainty, mental health issues have definitely intensified.

It is understandable that parents are very concerned for their children's safety. Yet increasingly, I am coming across parents with issues like 'my child is putting on too much weight, all he does is only eat' or 'she only sticks to the screen' or 'my child is losing all interest in studies'.

What is happening here? For months we have been caged indoors. We have not been doing much except wondering about the situation, asking when the restrictions will be lifted, when restaurants and malls will be opened, how long do we have to go on with this, and will life ever return to normal? So many have been saying, I can't take this any longer. It's getting to me. As adults we are stressed with the anxiety of catching the virus, financial issues, working from home, minding the children... and many other things. Children too are hugely impacted.

Children's school rhythm has stopped. Even if they don't like to study or go to school, the routine of going to school in itself is a safety net for them. And if they cannot go down to play physically with other children or interact with their friends, their inner world turns upside down. Consequently, strange behaviors come out as a result of feeling all pent up on the inside. For teenagers, it's that time in their development when peer interaction is very important. And school means an opportunity to interact with friends! Academics is important, but interaction with friends is what lures them more to school or college and living their lives.

What is Corona doing to us? As the days and months go by, how is it affecting our wellbeing? Are we able to

withstand the pressure in a healthy manner? Is it just a physical health pandemic or has it become a real mental health issue for most of us?

One could argue that those already predisposed to mental health issues may have let the virus affect their mental states. While this could be true, those of us prone to anxiety have become more panicky. Those of us with depressive tendencies have spiraled into deeper depression when left alone at home. And those of us with some minor cracks in our relationships have broken the façade of 'all is well' with the added stress of spending so much time together under the same roof. And for some others, a whole set of new issues may have crept up and said 'hello' to us for the first time.

This Covid-19 situation has brought into our awareness and made us focus on the state of our emotional wellbeing. It has forced us to take stock of our mental health, look at areas we need to work, strengthen areas that are weak, find treatment and healing that we all probably need.

How do we heal? How to we treat? How do we cope using healthy ways?

I think the first thing to do is come face-to-face with what exactly we are feeling.

Am I scared of getting infected or having to spend 14 days in quarantine? Am I afraid of the virus spiraling into something more serious and consequently not recovering? Is my worry not only about myself, but for others in my family? Am I worried for the elders in my family who are already sick and with a weak immune system? Would I have the money for hospitalization for my family members? Would I be able to get a hospital bed and the necessary treatment? There are so many questions...

I am sure it is a combination of some of the above issues, but what is important is to talk out your feelings and understand a little more concretely about what is actually worrying you. This would be the first important thing to do in order to have a better grip on your fear. Otherwise, your worry stays as diffused anxiety which then shows up in unhealthy ways of bursting out, taking cleaning and sanitizing to unnecessary limits, locking yourself indoors... and creating worse scenarios for yourself.

Once we understand a little more specifically what exactly our fears are, it then becomes easier to deal with them. Also, rather than getting lost with a host of issues, taking them up one at a time would help. For example, what if I do catch the virus, will I die? Here it is important to understand that the recovery rate is far higher than the mortality rate and this could help in countering the fear. In spite of that, a few may still

feel very anxious. Then we need to look deeper and see where the fear is coming from. Are there unresolved experiences from the past that are playing on our minds in the background and therefore magnifying the current situation... at this point, the facilitation of a professional counselor could be of help.

The idea I am trying to bring out is to face yourself—don't let fear and anxiety grip you and get the better of you. Fears have a place in our lives so that stay cautious and don't do things on an impulse. But tackling our fears also helps us to become strong and resilient. We must make sure that we do not give our fears so much importance that in turn they do not allow us to live!

Going ahead, our life may perhaps play out in different ways in the coming months or maybe even for a few years from now...

The new realities of working from home, temporary unemployment, home-schooling of children, restrictions of travel, the lack of physical contact with other family members, friends and colleagues, all these and many others may need time to get used to. Adapting to lifestyle changes such as these, and managing the fear of contracting the virus and worry about people close to us who are particularly vulnerable, are most challenging for all of us. They can be particularly difficult for people with mental health conditions.

Fortunately, there are lots of things that we can do to look after our own mental health and to help others who may need some extra support and care.

Here are some tips that may be helpful:

Keep informed. Listen to advice and recommendations from the national and local authorities. Follow trusted news channels, and keep up-to-date with the news.

Have a routine. Keep up with daily routines as far as possible, or make new ones. Get up and go to bed at similar times every day. Keep up with personal hygiene. Eat healthy meals at regular times. Exercise regularly. Allocate time for working and time for resting. Make time for doing things you enjoy.

Minimize newsfeeds. Try to reduce how much you watch, read or listen to news that makes you feel anxious or distressed. Seek the latest information at specific times of the day, once or twice a day if needed, not more!

Social contact is important. If your movements are restricted, keep in regular contact with people close to you by telephone and online channels.

Alcohol and drug use. Limit the amount of alcohol you drink or don't drink alcohol at all. Avoid using alcohol and drugs as a way of dealing with fear, anxiety, boredom and social isolation.

Screen time. Be aware of how much time you spend

in front of a screen every day. Make sure that you take regular breaks from on-screen activities.

Video games. While video games can be a way to relax, it can be tempting to spend much more time on them than usual when you are at home for long periods. Be sure to keep the right balance with off-line activities in your daily routine.

Social media. Use your social media accounts to promote positive and hopeful stories. Correct misinformation wherever you see it.

Help others. If you are able to, offer support to people in your community who may need it, such as helping them with food shopping or visiting the doctor.

Support health workers. Take opportunities online or through your community to thank health-care workers and all those working to respond to COVID-19.

Don't discriminate - Fear is a normal reaction in situations of uncertainty. But sometimes fear is expressed in ways which are hurtful to other people. Be kind. Don't discriminate against people because of your fears of the spread of COVID-19.

If you are a parent - In times of stress, it is common for children to seek more of your attention. Maintain familiar routines as much as possible, or create new ones, especially if you must stay at home. Discuss the new coronavirus with your children in an honest way, using age-appropriate language. Support your children with at-home learning and make sure time is set aside for play.

Help children find positive ways to express feelings such as fear and sadness. Sometimes engaging in a creative activity, such as playing or drawing, can help you with this process.

Help children stay in contact with friends and family members through telephone and online channels.

Make sure that your children have time away from screens every day and spend time doing off-line activities together. Do something creative: draw a picture, write a poem, bake a cake, sing or dance, or play a game together. Try and ensure that your children do not spend significantly more time than usual on video games.

If you are an older adult - Keep in regular contact with loved ones, by telephone, e-mail, social media or video conference. Keep regular routines and schedules as much as possible for eating, sleeping, and activities you enjoy. Learn simple daily physical exercises to do at home so you can maintain mobility.

Find out how to get practical help if needed, like calling a taxi, having food delivered or asking for medical care. Make sure you have a month's supply of your regular medicines. Ask family members, friends or neighbours for support, if needed.

If you are being treated for a mental health condition, make sure that you continue to take medication as prescribed, and that you have a way of re-stocking your medication. If you are seeing a mental health specialist, find out how to continue with that support during the time you are quarantined.

Keep in touch with people who care for you and know who you can contact for support if your mental health declines.

Strength comes in different forms. Sometimes strength is the ability to push and fight for what you want and sometimes it means the capacity to stay still and wait till the storm has passed. The past eight months have been a reminder to boost our personal resources and our inner strength. It is important to believe that when you really need to be strong, you will find the strength within you to deal and cope with the outside situation.



Anoj Vishwanathan: Co-Founder, Milaap, the crowdfunding platform

Crowdfunding as a concept has evolved over the years, from people coming together to fund community events and needs, to becoming an online behaviour like most other things today. Milaap has pioneered the evolution of the concept in India, all the way to what it is today: an alternate funding option for personal and medical emergencies. What started out as a platform to bridge the urban-rural gap through democratized fundraising, grew to encompass causes like medical emergencies, education, sports, environment, human rights and even disaster relief.

During the times of natural calamities like floods in Chennai, Assam and Kerala, crowdfunding has enabled people to unite and help the worst affected section of people rebuild their lives. It was a stroke of hope to see it happen at a time like this when everyone's life is displaced in some way or another. As the crisis of the COVID pandemic unfolded, we have witnessed an unprecedented wave of generosity from people. Thousands raised funds on Milaap to help lakhs of people in distress. We have seen a 65% increase in the number of fundraisers. It was new for us, but now, more than ever, we wanted to ensure seamless user experience. Therefore, we immediately built a special team to prioritize these needs, and waived off our platform fee for all Covid-19 initiatives so that people in need can get all the help coming their way.

Recently, over 2.2 Lakh people have, in fact, contributed over Rs. 100 crores to provide relief under needs related to the Covid-19 outbreak and subsequent lockdown, making crowdfunding a reliable and promising way to render relief during disasters.

There are countless unsung heroes like Murugan, an auto driver from Kerala who have gone to the extent of seeking special permission to be out during a grave time like this and help others. Murugan is, in fact, also serving construction workers from other states who have been completely disowned now. A Chennai based trans community started a fundraiser to reach out to at least 100 members initially but the response was so overwhelming that they went on to facilitate support for additional 200 affected trans people. Similarly, 11-year-old Ridhi from Hyderabad also received generous contributions from across the globe. This 6th grader has collected over 7.48 lakh and has distributed 1250 ration kits to daily wagers.

We'll be more than happy to share more inspiring stories that we have witnessed on Milaap. Kindly let us know if you need more information.



Ronak Kamlesh Shah: Samaritan Volunteer with Project Mumbai

Helping others and making a difference are just two of the reasons that I can think from dozens of reasons as to why I volunteer. My friends & me had always worked for Blood Initiatives before the Covid Scenario & are actively involved in assisting for Blood Emergencies in MMR since past 10 years now. Rising above the pandemic constraints & helping others in need, today the real life Covid Warriors are playing a pivotal role. I realised it when I got a distressed call from a Lady in her 70's who was all alone & was hungry since 2 days as it was the initial week of the Lockdown in Mumbai. The lady pleaded me if I could help her with 1 Packet of Biscuit & a cup of Tea each day so that she could settle & survive even with the basics. As an individual not having any resource of volunteers in that area, I contacted the Team of Project Mumbai who immediately swung into action, found a resource locally and helped the lady with emergency food at the midnight stroke. Looking at the volunteer with food in hand the lady couldn't stop sobbing. I was blown by the idea of working with such a dynamic team who not only helped in this but many such cases. We all must have got some great learning in this pandemic. Leading by example and inspiring many in their path Mr. Shishir Joshi & Project Mumbai Team is a boon to mankind. We feel a responsibility to unite our broader groups, and to use this moment to become stronger for the betterment of Mumbai & MMR. As far as there is a scope of improvement in the life of a Mumbaikar, there will be issues, there will be ideas, there will be a solution to it. I look forward to continuing & supporting the initiatives by the team. After all The Silent Sculptor of Mumbai Mr.

Shishir Joshi always says "Mumbai Ke Liye Kuch Bhi Karega". I'm glad I could be a part of this volunteering group called "Project Mumbai"



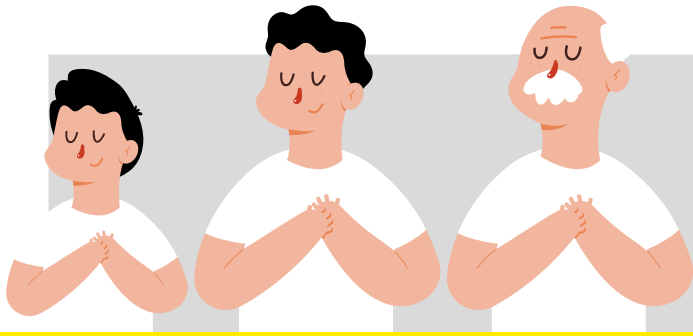
Janavi Gupta: Tee-Champ with Project Mumbai and crowd-funder for a cause

Every individual has a voice. What differentiates one from the other is how they choose to use it.

As a young girl, the taboos surrounding menstrual health troubled me a lot. I have never understood the mass appeal of these customs, practised by both the literate and illiterate even now, that hold no real meaning today. It always bothered me that menstrual education was accessible only to the privileged and the expense of pads and tampons resulted in girls from underprivileged families using other unhygienic means while on their period causing various diseases. All of this infuriated me, and I realised that it was crucial to start talking about it. I began informational campaigns to bust these myths using various mediums including videos, posters, articles etc. I held fundraisers and provided girls from underprivileged families with sanitary napkins as well as give them otherwise inaccessible information about menstruation.

In the midst of all of this, a nationwide lockdown was announced on the 19th of March 2020. While I was sitting in the comfort of my own home, migrant labourers were being held in clusters and struggling for basic amenities. Although the government was providing them with food, water and toiletries, menstrual hygiene products, per usual, were overlooked as a basic necessity for females. With this thought in mind, I reached out to Project Mumbai who helped me start a fundraiser to provide migrant labourers with sanitary napkins. It gives me immense joy to think that I was able to bring the community together to raise rupees 88,000. I cannot begin to express my happiness thinking about how many women I may have helped.

The journey of trying to abolish these taboos has not been an easy one. I have had my own shares of ups and downs, but the one thing that was constant was the sense of fulfilment I got every time I was able to make even a small difference. I have always stood by the saying, 'One can make a difference, but together we can make a change.' I may be making a very small difference now, but I am positive that in the long run, it will create a huge impact. To all the young generation out there, your opinions are important and your voice will be heard. I urge you to come forward and give back to society. because if not now, then when? And if not us, then who?



Thank You!

Project Mumbai's unstoppable journey as part of the COVID 19 relief operations--from March to date has managed to achieve a scale only because of each one of you.

Citizens with passion, donors with a heart, institutions with a strong desire to collaborate and build, and corporates generous to loosen their purse strings.

Our effort in outreach continues.

Over the next few newsletter publications, we shall continue to express our heartfelt gratitude to all those who have extended their hand of partnership, which we accepted so willingly.

Here are just some of the names of institutions.

One behalf of all the beneficiaries and of course, the entire Project Mumbai team—a big Thank you.





COMING UP NEXT



PROJECT MUMBAI IN PARTNERSHIP WITH THE MINISTRY OF ENVIRONMENT AND CLIMATE CHANGE LAUNCHES 'ENVIRONMENT 2.0 -GEN NEXT- LAND, WATER AIR'

Kick starting the initiative with a unique actionable essay contest for students across Mumbai/ MMR and Maharashtra

To inculcate the spirit of #मीforMaharashtra
Winners to Present Actionable Solutions to Environment Minister

In a unique initiative, school and college students across Mumbai and Maharashtra are being invited to share actionable ideas to combat environmental challenges. The initiative of not for profit **Project Mumbai** and the **Government of Maharashtra (Ministry of Environment and Climate Change)** aims to give an opportunity to children of the region to present student-led solutions through 'Ideas for Action', an essay contest. **The contest intends to inculcate and encourage the spirit of #मीforMaharashtra among young minds to craft responsible young generation.**

The contest will give young minds a chance to share a solution for Mumbai and Maharashtra's Land, Water and Air. NEERI and PwC are knowledge partners in this creative effort. Winners of the contest will be selected by an eminent jury featuring prominent citizens of the state. They will get an opportunity to share their ideas with **Mr. Aditya Thackeray, Environment Minister, Maharashtra and other environment experts** at an exclusive round table. Winners will also get chance to participate in 'Environment 2.0-Gen Next: Land, Water, Air', a goal-oriented conference of influencers in February 2021.

Contest Theme : 'Ideas for Action: Moving towards a world with clean air/ clean water/ clean land.'

"Climate Change is the defining issue of our time and we are at a defining moment- United Nations Secretary-General"

Climate Change is accelerating, and impacts are happening now. The impacts of climate change are global in scope, irreversible in nature and unprecedented in scale. Over the past years, it has become one of the greatest threats to the existence of the human race.

Its impacts can be felt in the form of increasing global temperatures, shifting weather patterns, extreme weather events, such as unprecedented levels of rainfall and floods, storms, unusual spells of hot weather, increase in droughts, etc. Beyond these immediate and visible impacts of climate change, there is alarming evidence that critical tipping points in the form of deterioration of natural ecosystems and the planetary boundaries may already have been reached or passed.

The next generation of citizens, i.e., the youth of our country, are going to be the ones to face the hard consequences of climate change. They are also the ones best positioned to break existing social practices and stigmas to bring about meaningful change in societies. Youth education and participation represent one of the most effective tools to combat the destructive potential of climate change and protect our land, air, water. As does their ability to adjust their lifestyles to make them low-carbon and adaptable to mitigate the risk of climate change. The youth play a crucial role in combating climate change and need to be an active proponent in decision-making at local, national, and global levels.

Student essays should offer actionable solutions to any one (either clean air, clean water or clean land) of the following environmental challenges: Inspired by the thought of #मीforMaharashtra

Sip and throw
on the go.



Trash for half a century.

#NeverUseSingleUse

Detox your homes from plastic waste and contribute to our plastic collection drive. Every piece of plastic that you give away will get recycled into civic amenities like benches and garbage bins in your own city. For updates on our Mumbai Plastic Recyclothon initiative and to join our volunteer army, whatsapp #NeverUseSingleUse to 9653330712 or write to us on volunteer@projectmumbai.org.



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www.projectmumbai.org

#MumbaiKeLiyeKuchhBhiKarega

OUR CAMPAIGN #NeverUseSingleUse

10 seconds
to gulp.



450 years to destroy.

#NeverUseSingleUse

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#MumbaiKeLiyeKuchhBhiKarega

Convenient for
a day's shopping.



Burden for 2 decades.

#NeverUseSingleUse

Detox your homes from plastic waste and contribute to our plastic collection drive. Every piece of plastic that you give away will get recycled into civic amenities like benches and garbage bins in your own city. For updates on our Mumbai Plastic Recyclothon initiative and to join our volunteer army, whatsapp #NeverUseSingleUse to 9653330712 or write to us on volunteer@projectmumbai.org.



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#MumbaiKeLiyeKuchhBhiKarega

LET'S COLLABORATE!

MUMBAI NEEDS YOU



CORPORATE VOLUNTEERING FOR A CAUSE

Are you a Corporate House/Corporate Citizen with some fire in your belly? Do you feel for your city? Strong enough to call it MY CITY? Here is your chance. A call to action for Corporate citizens to volunteer for a cause. As a team. Be it Protecting water bodies, being trained in Civic Problem Solving, Fire Safety methods, Better City Governance, Maintaining Green covers or any larger cause. There is a cause waiting to be championed. You could be that champion. Write to us at volunteer@projectmumbai.org

JOIN THE PROJECT MUMBAI TEAM AND BE A CHANGE MAKER

Our initiatives are aimed at improving the quality of life for Mumbaiers. Help us in our endeavour by contributing your time or volunteering with your skills.

Write to us at

info@projectmumbai.org

Subject: Volunteering4ProjectMumbai

Along with your details, please include a brief note on your area of interest and the amount of time you can devote to a particular cause.

DONATE FOR A CAUSE

Project Mumbai is relentlessly working on initiatives that impact citizens' lives. We have been fortunate to get pro bono support from individuals and experts from time to time. But some of the services are expensive, some projects require funding and there are costs to be met. We would be happy to have you on board as a donor partner. You can choose a cause we are working on, a project we are associated with or donate to the Project Mumbai Corpus Fund which will get appropriately utilised. Our projects do fall under the CSR Category too. We also assure complete transparency in all financial transactions and use of resources.

The Project Mumbai bank details are mentioned below:

Project Mumbai

Axis Bank Ltd, Andheri West

Account No. 918020096611456

IFSC: UTIB0000740

Send us a text about your donation with your

name, address and PAN to mobile no: +91-9653330712

You could also call us on: +91-9653330712

SHARE A SOLUTION

If you see a city problem which you can solve, share it with us.

We will help take you to the right civic authority.

Write To Me:

shishir@projectmumbai.org



www.projectmumbai.org



info@projectmumbai.org



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