MUMBAI GIVES
Mumbai Ke Liye Kuchh Bhi Karega

PROJECT MUMBAI.org
People. Purpose. Positive Change.
Winner of United Nations SDG Solidarity Action Award 2020
An Organ Donation awareness campaign

HAR GHAH HAI DONOR

Organ donation is a family decision.

Let’s pledge towards being heroes and helping someone in need!

To know more, visit our website:
http://projectmumbai.org

The Mumbai Plastic Recyclothon
February 2022

Reduce
Reuse
Recycle

Register on www.projectmumbai.org before the 20th Feb 2022
Drop off your Plastic on 25th Feb at your nearest drop location given on the website.
Mumbai Ke Liye Kuchh Bhi Karega

Jalosh 6
CLEAN COASTS
PROTECTING MUMBAI’S WATERBODIES

Let’s Celebrate INTERNATIONAL COASTAL CLEAN-UP DAY 2022
together by cleaning the beaches of Mumbai off Plastic!

Locations:
1. Mahim
2. Bandra Chimbai
3. Carter Road
4. Dadar
5. Aksa Beach
6. Girgaon
7. Juhu Koliwada

8am* | 17th Sept 2022

Initiative Partners:

#MumbaikeliyeKuchhBhiKarega

Register: www.projectmumbai.org/jalosh/

*Timings are subject to change
MUMBAI GIVES
Mumbai Ke Liye Kuchh Bhi Karega

Script: Tushar Abhichandani and Devika Soni
Art: Rajib Das
Cover Design: Rajib Das and Akshay Khadilkar
Colours and Design: Akshay Khadilkar
Layout: Ketan Tondwalkar and Narendra Paradhi
Editorial: Devika Soni
Every time I have asked anyone—would you like to help out or volunteer your time for others—the immediate response has been, Of course Yes!

Which only goes to prove that there indeed is a good bone in everyone. Goodness bone, if I may say so.

Then pray why, doesn’t just everyone volunteer time for others?

The answer probably lies in the fact that many who wish to, are unsure where to start from. Or, possibly, how to go about it.

Volunteering, simply defined, is to freely offer one’s time for a task for others. There is no set definition of ‘task’ in this case. It could be anything.

But surely, for every act of kindness, there is someone, somewhere, who is likely to sleep that night with a smile on his/her face.

So, while the task-list has no limitation, neither is there an age barrier for the person engaging in the task—the volunteer. Provided, the task is done ‘free’. Selflessness can be argued.

Project Mumbai, relies on, remains strongly bonded by and continues to grow because of the commitment of such volunteers—the selfless soldiers of Giving.

Be it distributing food to those caught in the COVID crossfire, reaching out to vaccinating the homebound and bedridden, creating an emotional outreach to the needy or providing support to the elderly—these champions remain for us, right up there—we do look up to.

Tower bright, in particular, among these, have been the young volunteers, always ready and eager to respond to any call to action that we have given.

As our society transitions from a pre to a post covid world, these tasks of volunteering have got redefined—things that can be done by stepping out and those which can be accomplished online by being indoors.

What we are bringing to you in the narratives across the pages ahead, are just triggers of such opportunities. Opportunities. Stories through the lens of our Champions of Giving. Our young ambassadors who have consistently displayed a variety of options in Kindness. Laced with layers of energy, honesty and a feeling of happiness during the act of volunteering.

We at Project Mumbai have been blessed to have scores of such teenage champions supporting us—support Mumbai during difficult times.

Inspiring us to document their work and present it for you.

Children as our Volunteer champions, initiative by initiative constructing Mumbai into the Kindness Capital of India.

Also, gleefully echoing the Project Mumbai slogan: Mumbai Ke Liye Kuchh Bhi Karega

Shishir
Chief Executive Officer and Co-founder, Project Mumbai
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Children—Kindness Volunteers for a Better World
I'm glad the day is over. But where's Daanu? Let's go to Modern Bakery. I've been looking forward to it all day.

Where were you? And why aren't you wearing your uniform?

Hi guys, how's it going? Where were you? And why aren't you wearing your uniform?

I'm on volunteer duty. Project Mumbai is here.

What's that? I'll tell you about it, Krupa!

Project Mumbai is an NGO that tackles issues related to clean water, mental health, food, volunteering, and medical help. It does this by helping citizens, businesses, and the government collaborate on some very important projects.
Oh, yes! I've heard about them. When I was stressed about my maths exam, I called their free mental health helpline number, Samvaad. The counsellor was really helpful and understanding.

It was brave of you to ask for help, Janavi. I'm proud of you!

Thanks! I did feel lighter. What are you volunteering for?

That sounds like a great initiative. But what are these problems?

In schools and outside...

"The Smiling Schools project revolves around mental health. It explores the problems that students face at home and at school, the help that they need, and how teachers can address them. It also trains teachers to make schools a safer space."

"...children are often bullied."

"Many experience depression and anxiety."

"And quite a few have a tough time coping with their studies and school life."
YOU'RE RIGHT. WE HAVE SEEN SO MANY KIDS AROUND US GOING THROUGH THIS.

BUT HOW DOES PROJECT MUMBAI TRAIN THE TEACHERS?

SHAHID, THEY HAVE A NUMBER OF INTERACTIVE SESSIONS SUCH AS...

"...CIRCLE TIME, WHERE SMALL GROUPS OF TEACHERS SIT TOGETHER IN A CIRCLE AND SHARE THEIR QUESTIONS, QUERIES, CLEAR EACH OTHER'S DOUBTS, AND LEARN ABOUT DIFFERENT WAYS OF ADDRESSING STUDENTS' ISSUES."
Wow! These sound like amazing activities. I am glad you told us about Project Mumbai, Daanu. Of course! Now I must go. Don't forget to get me a cupcake from the bakery. Remember what I told you about self-care? The next time you volunteer with them, please let us know.

"ATHARVA, self-care literally means taking care of yourself. It's about doing things that help you relax, become healthier, and also cope with stress. Thanks to Project Mumbai, thousands of teachers and students practise this daily."

We would love to be a part of it. The best part is that working with Project Mumbai, I too have learned the importance of self-care. If course! Now I must go. Don't forget to get me a cupcake from the bakery. Remember what I told you about self-care? Of course! We would love to be a part of it.
What’s up, guys? Are you all excited?

For what?

Oh... um... yes. I didn’t realize it would be this early on Sunday.

Yeah, for what?

Haha! According to Atharva, the planet needs saving. But not on Sunday morning.

It’s Sunday! We are supposed to volunteer for Project Mumbai’s Jallosh. Remember?
But what does this involve?  

So now what, Daanu?  
I have some fun ideas.

It is a programme run by Project Mumbai to clean up and maintain the beaches and waterbodies in the city.

This project brings volunteers together to clear trash from these areas and to restore them to their original form.

That’s a great initiative!

Each one of us is going to be in charge of a section of the beach. This means each of us has to coordinate with other participants to set up banners, distribute garbage bags and collect the garbage.

Sounds great.
Let's make this a little interesting. We have two hours to do this. Whoever collects the most garbage will get a treat at Modern Bakery.

And that's how the clean-up competition began...
Here you go.

We've all collected so much garbage!

Now all this plastic waste will be recycled instead of ending up in the waterbodies!

Looks like Atharva won. His team managed to collect twice as much garbage as the rest of us. Congratulations, Atharva! You're getting a yummy treat!

That's great. But the only treat I'm craving right now is some sleep.

Sweet dreams, Atharva! Enjoy your treat!

HA! HA! HA!
How can people just let it pile up here? And look at how much plastic it has.

That's perfect. Let's get everyone together.

Look at that garbage.

Look at how much plastic it has.

Yeah, that seems awful. Daanu, can we do something about it?

Those poor goats. I wonder how much plastic is in their stomachs.

Krupa, thanks for reminding me. I know what to do.

We need to organize Project Mumbai's Recyclothon!

What is that?

The programme brings together volunteers to collect plastic waste from homes and commercial establishments through a collection drive called Daan Utsav. The plastic is then reused and recycled.

That's perfect. Let's get everyone together.
That's amazing.

Thanks, Janavi!

We've collected over 300 kg of plastic today.

Here you go!

Thanks, Janavi!

We did well.

And so, with a little help from their friends and neighbours, the kids kickstarted Daan Utsav...

Project Mumbai Recyclothon

They even had some fun while doing it...

We've collected over 300 kg of plastic today.

That's amazing.

And I know exactly what we can do with the plastic.
That sculpture looks beautiful and terrifying at the same time. And thanks to our success, Project Mumbai has invited us to be an even bigger part of Recyclothon. That's awesome! Let's post a picture of this Daanav online. I want to see what people think. That's exactly what we were going for.

Sounds interesting.

We can take part in the Daanav competition. We need to use this plastic to create a mini monster aka Daanav. The Daanav is meant to show what will happen to our waterbodies if we keep polluting them.

That sculpture looks beautiful and terrifying at the same time.

A few days later...

Look, guys, our Daanav photo has gone viral. People love the sculpture. And the message it sends!

That's awesome!

And thanks to our success, Project Mumbai has invited us to be an even bigger part of Recyclothon.
Thank you for calling Project Mumbai...

Thank you for helping us with the collection.

Me too! It has taught me so much.

We will be sending a collection truck to your area at 5 pm.

Thank you for helping us with the collection.

I have really enjoyed being a part of Recyclothon.

And finally, we feel like we are part of the solution.

I can’t believe there is so much waste to be collected.

Good thing we’re helping out!

Wow! Now we just need to make sure that those goats don’t try to eat it.

And for everything we have done, Project Mumbai has gifted us something.

They’ve donated this bench to our park. It’s made with the plastic that we collected.

Ooh! What is it?

Ha ha ha
The Mumbai Plastic Recycolthon

CARE FOR THE ENVIRONMENT BECAUSE THE ENVIRONMENT CARES FOR YOU

SAY NO TO PLASTIC

Register before School March 2022 at
PROJECTMUMBAI.ORG

Deposit your Plastic at a park or your nearest drop-off location on our website.

Kyuki Mumbai Ke Liye Kuch Bhi Karega

Public Service Initiative Partner

L&T Energy Hydrocarbon
Chapter 4

**HAR GHRAR HAI DONOR**

Atharva and Daanu were enjoying a game of badminton, while their friend Bunty was waiting his turn...

Just then...

Bunty, I am going to the hospital. Finish your homework on time.

But what happened, Mom?

There is good news! Sunny has finally found a donor. The transplant is this evening.

My cousin Sunny’s kidneys failed last year because of an infection. After waiting for a year, he finally found a donor. But the donor’s family changed their mind and it didn’t happen.

Oh! That’s terrible.

What transplant, Bunty?
But now I'm glad we've found another donor. I hope everything goes well.

We hope so too. We wish him well.

But why did the previous donor's family stop the donation, Bunty?

Unfortunately, many people don't fully understand donation. There are many myths around this topic.

A lot of families think that it is against their belief, some are confused, some don't have enough information about it, and some think that their organs might end up in the black market.

That's quite sad.

I can't believe what Bunty's family has had to go through. This must happen to so many families. We have to do something, Daanu.

I was thinking the same thing. Luckily, Project Mumbai has the perfect initiative for this problem.

Sometime later...

Look at this programme. Har Ghar Hai Donor encourages adults to sign up for organ donation. It helps spread awareness and also tackles myths about donating.

We have to volunteer for this. Let's get the gang together.
I think we’ve managed to do well over the last few days, but I still feel like we need to do more.

Atharva, isn’t your brother an influencer? Why don’t we get him involved as well?

I agree. What else can we do?

Bunty and Janavi helped convince people to sign up for organ donation...

And Krupa helped share the message online...

Guys, I hope everyone has understood their task.

And so, a few days later, they got together to help the cause of organ donation...

Atharva and Daanu spoke to people in all the housing societies in their area...

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That’s a great idea, Janavi!

Yes! Let’s go!

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Yes! Let’s go!

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AND SO THE KIDS SOUGHT ATHARVA’S BROTHER’S HELP...

THAT’S WHY WE CAME TO YOU. IF YOU CAN SPREAD THE MESSAGE OF HARGHAR HAI DONOR, WE CAN REACH OUT TO MORE PEOPLE AND HELP THEM.

THAT’S A GREAT IDEA, ATHARVA. I’D BE HAPPY TO HELP.

SOON ADITYA’S VIDEO ON THE TOPIC WENT VIRAL AND GAINED A LOT OF POSITIVE ATTENTION...

HELP ME SPREAD THIS MESSAGE!

WHY YOU SHOULD SIGN UP FOR ORGAN DONATION!
2000000 VIEWS

2000000 VIEWS

RahilTheOne: This is very important. I am definitely signing up.

SheenR: We should all sign up for organ donation today.

Rahul18928: You’ve cleared up all my misconceptions! Thanks!

ItsNiloufer: We must all share this video. People need to see this.

AaditiS: I am so glad people are talking about this.

YOU’VE ALL DONE SOMETHING AMAZING. YOU’VE HELPED A LOT OF FAMILIES.

OH BUNTY, DON’T CRY.

THESE ARE JUST HAPPY TEARS.

GUYS, YOU KNOW WHAT TO DO!

TIME FOR A GROUP HUG!
500,000 people in India die every year from causes that could have been prevented by organ transplants.

But only 0.01% of Indians are organ donors.

And in 2021, organ donors decreased by 50-80% across the world.

You are the solution! Become an organ donor today.
I keep hearing so many sad stories. I wish we could just stop this virus from spreading.

I agree. It has affected so many people.

My uncle, who is a doctor, said that it will take some time for things to normalize.

I was speaking to Nita didi who used to work at our house. She told me how so many people have had to go back to their villages and are having a tough time. And the people who have stayed back are unable to even get three meals a day.
Not just that, even senior citizens are facing problems. My grandparents who live far from us often have a tough time getting supplies and food.

We need to do something. We can’t just let people suffer. Is there any way we can help?

There is. Project Mumbai is doing a lot to help people. They have launched many Covid-19 initiatives.

What kind of initiatives?

And can we be a part of them?

Project Mumbai is trying to tackle all the problems that this pandemic has created. They are...
“Distributing food to families in low-income areas.

“They are trying to help kids who have lost one or both parents during the pandemic.

“They are providing home-cooked meals to senior citizens and helping them with other daily issues.

“They have even created a dashboard of non-Covid hospitals for people who need medical assistance for problems other than Covid-19.”

Project Mumbai

Non-Covid Hospitals
In Mumbai

View non-Covid hospitals
All of these are such great initiatives.

We must be a part of them, right, Daanu?
That's a great idea!

There are two things that we can do for Project Mumbai's Covid-19 initiatives. First, we can volunteer on the ground and help with procurement, cooking and distribution of food. Second, we can help spread awareness about these initiatives so that more people can donate to this cause.

I will help with the publicity.

So will I.

I will help with the cooking.

I'll help with the distribution.

I'll join you, Janavi.

A few days later...

And that's how the kids became a part of Project Mumbai's Covid-19 initiatives...
Shahid joined hundreds of volunteers in preparing meals for the day...

I just hope this dish tastes good.

Janavi and Daanu tried to deliver as many meals as they could...

Ha ha! Don’t worry.

Heh. It’ll turn out well.

Because if you make a mistake...

...we will have to hear about it.

Wow! I didn’t think tiffins could be so heavy.

They have to be. The hospital staff needs a full tummy to help everyone else.

That’s true.
Krupa vlogged her journey as a volunteer...

So, as you can all see, Project Mumbai is serving meals to hundreds of kids across the city. Each meal is well-proportioned and freshly cooked.

People from all over the city are volunteering and helping support this cause. You can be a part of it too.

Atharva and his brother Aditya made informative videos about Project Mumbai’s Covid-19 initiatives...

Because of Project Mumbai, thousands across the city are receiving three healthy meals a day.

And you can help reach out to more Mumbaikars by donating and asking your friends and family to do the same.

So don’t think twice, just lend a helping hand.
After three waves of Covid-19 and two lockdowns, Daanu and her friends had a chance to catch up...

I’m so glad things are going back to normal, guys.

Me too! And I was just telling my cousins all about my experience with Project Mumbai’s Covid-19 initiatives.

Aditya was also very happy that he was able to help get donations for Project Mumbai.

But just because things are fine now, doesn’t mean we stop volunteering, right?

Umm... that sounds exciting. But can we not wake up early on weekends? I’d like to sleep a little longer.

Absolutely! There’s so much more for us to do, friends! We can volunteer for all of Project Mumbai’s initiatives!

Haha! Sure thing, Atharva!

Ha ha ha ha ha ha ha
Be a HERO! Become a Tee-Champ with us!
Be a HERO! Become a Tee-Champ with us!

www.projectmumbai.org  +91 96533 30712
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#mumbaikeliyekuchhhbhikarega