

प्रजा

आपल्या मुंबईसाठी PRAJA FOR MUMBAI



#FeedThoseInNeed



TAKEN

23 DAYS

29th MAR 2020 to
20th APR 2020



DELIVERED

80,445

FOOD KITS



REACHED

4,02,225

NO OF PEOPLE



SERVED

1,12,62,300

NO OF MEALS





COVID-19 FOOD DISTRIBUTION

About us

Madhu Mehta Foundation

Madhu Mehta Foundation

Madhu Mehta Foundation was established in 1996 and has since then been working in the field to provide support to people who require scholarships in education and medical aid and the foundation also supports studies on Urban Governance.

While Covid-19 spread its grip over the entire world's population and India came to a standstill, Praja Foundation with the help of Madhu Mehta Foundation sprang into action to provide immediate food relief to the migrant workers and daily wage earners in the city. The distribution was conducted in two phases and is going into the third phase. The first phase saw the foundations distributing 10,000 food kits to migrant workers and daily wage earners in the city while the second phase saw the distribution of 70,000 food kits in the containment zones in five different wards in Mumbai.

Strategic Partners

The distribution is a collaborative effort between the foundations and elected representatives (Municipal Councillors), government agencies (MLAs, MCGM and Mumbai Police), partner organisations, vendor partners and volunteers working harmoniously to make sure that the ration distribution drive is accomplished successfully. During this collaboration Praja was able to leverage their longstanding relationship with the government agencies and elected representatives to help them extend their capacity which is the cornerstone for improving urban governance.



Praja Foundation

Praja is a non-partisan organisation working towards enabling accountable governance since 1997. Praja envisions improving the quality of life for all through simplifying people's lives, creating tools for better governance and making democracy work. Praja works with key urban governance stakeholders including elected representatives, administration, media and citizens to address inefficiencies and build capacities through data driven research and advocacy to improve urban governance.

10,000 Kits

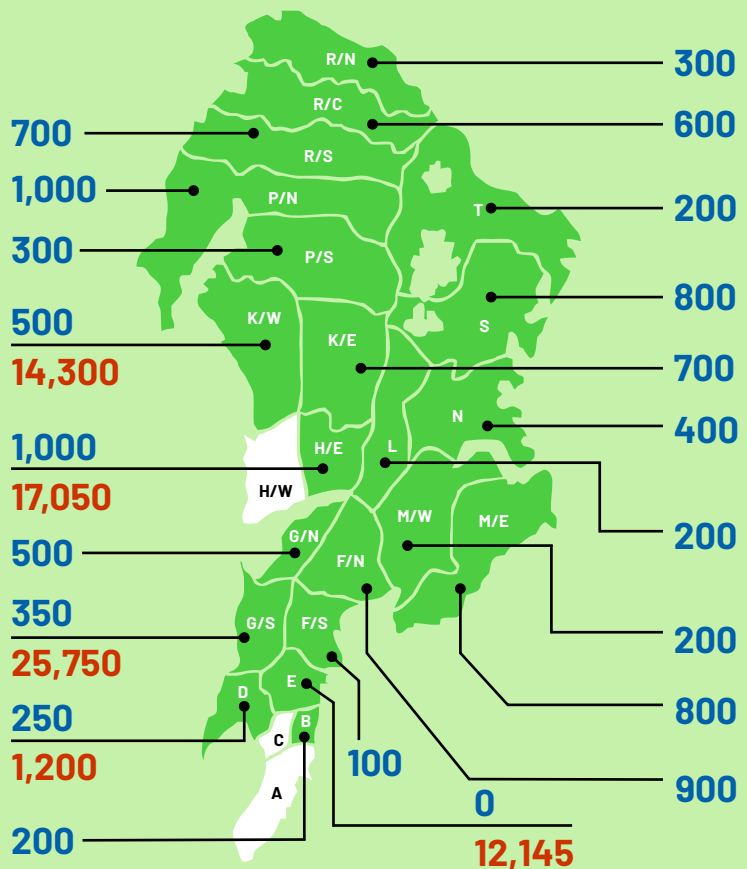
Distributed in phase I

70,445 Kits

Distributed in Phase II

80,445 Kits

Total distributed



Data and Privacy

The data collected during the distribution drive was used specifically for documentation and monitoring and the foundation is making sure that the data is not misused or misappropriated for any other purpose to the best of our abilities.



COVID-19 FOOD DISTRIBUTION

Phase I

Date: 29th March to 14th April 2020

Stakeholders

The foundations partnered with councillors in different wards across Mumbai as well as vendors in the first phase of distribution. Donations were received through different online and offline channels.

Phase I Distribution Strategy

Different strategies were used for different areas. Food coupons were distributed by elected representatives (Municipal Councillors) in some locations where one representative of the family could come and collect the kit. Some areas saw the distribution of food by the elected representatives and karyakartas being conducted door-to-door. Photos of the distribution drive along with details of the family were also taken for documentation purposes.



"In this time of crisis, Praja foundation has played an important role in providing food grains like 10 kg flour, rice, pulses, spices, and salt, cooking oil to the needy people and we are really thankful for it as people can stay inside their homes and be safe from Corona virus."

Mr. Vinod Mishra
Councillor, Ward 43, Malad, Mumbai.

"In the current situation of the Coronavirus spread, Praja has distributed food grains in entire Mumbai and in our ward as well, which has been very helpful for the needy people. I am grateful to the people of Praja Foundation for their work and feel that if Praja Foundation keeps on working in similar way then every citizen of Mumbai will get benefitted by their work."

Mr. Akhtar Qureshi
Councillor, Ward no 139

15 DAYS

29th March to
14th April 2020



DELIVERED

10,000

FOOD KITS



REACHED

50,000

NO OF PEOPLE



SERVED

14,00,000

NO OF MEALS



COVID-19 FOOD DISTRIBUTION

Phase II

Date: 13th April – 20th April 2020

The Phase II of the foundations' food distribution drive saw a mammoth 70,000 food kits (which last a family of five for two weeks) delivered across specific zones in five wards in Mumbai (G/South ward, D ward, E ward, H/East ward, K/West ward) that had been completely cordoned off.

Stakeholders

The foundations partnered with MCGM, councillors, vendor partners and volunteers. Notable supporters included Azmin and Noshir Kaka, Hemendra Kothari, Sanghavi Trust, Swati and Ajay Piramal, A.T.E. Chandra Foundation, Vita and Jalaj Dani, Ashok Karnani, Atul Nishar, H Bawa Trust, Alka and Shantanu Nalawadi and more.

Phase II Distribution Strategy

The strategy for the phase II operations were different as the foundations worked with other NGOs, CSOs, government bodies and delivery partners. The strategy was to build capacity of the councillors in the five wards that included the containment zones. The elected representatives (Municipal Councillors) distributed the food ration in these zones with the help of the karyakartas. MCGM provided the foundation access to NSCI Dome for storage, sorting and distribution purposes of approximately 1500 tonnes of raw food material sourced with the help of Donatekart for further distribution. Multiple support organisations which included ATE Chandra Foundation, Making The Difference, Upasana, TISS, Pranik Healing, Toy Bank, Human Welfare Charitable Trust, Vandana Foundation, Antarang Foundation, Porter & Tardeo Tempos and Guide Star India helped in the sorting and distribution procedure.

"Due to Coronavirus people are facing a lot of hardships. From central government we are getting only rice which is not sufficient. But under the guidance of Hon. CM Uddhav Thackeray and Hon. Aditya Thackeray and with the help of Praja Foundation and other stakeholders we have distributed the ration to the people. Praja Foundation has provided ration for 4000 people in our area which we are distributing."

Rajul Patel
Ward K West

8 DAYS

13th April to
20th April 2020



DELIVERED

70,445

FOOD KITS



REACHED

3,52,225

NO OF PEOPLE



SERVED

98,62,300

NO OF MEALS