

PRAJA 4 MUMBAI

INFORM | EQUIP | MOBILISE | ADVOCATE

Objective

On 15th August, as India celebrates its 74th Independence Day, there will be many reasons to celebrate, but this also calls for introspection of the ongoing challenges posed by COVID-19 pandemic over the past few months. However, during the pandemic, the city witnessed Mumbaikars from different walks of life come together to face the challenges posed by the crisis, make contributions, and help their fellow citizens.

To recognise that, Praja is bringing together a weeklong campaign (11th – 14th August, 2020) - **Praja4Mumbai** with a focussed theme – **Reimagining Mumbai post COVID-19**.

To envision a Mumbai post COVID-19, the Praja4Mumbai campaign aims to fulfil the following:

- *To understand the challenges faced by residents of Mumbai during the COVID-19 crisis.*
- *To recognise the contributions made by the COVID champions who stood up to face the challenge posed by the pandemic.*
- *To discuss and draw out long term solutions necessary for reimagining Mumbai as a resilient city.*

Campaign Activities

1. Webinars

Praja will be hosting a series of webinars which aims to bring together experts in the respective fields of administrations, academia, Civil Society Organisations (CSO), Corporate, Foundations to initiate dialogue towards building a better governed city. On this note, we will be conducting a total of four webinar activities as part of the campaign.

सगळे Mumbaikar – COVID Warriors - The webinar brings citizens of Mumbai from various walks of life together – elected representatives, city administration, CSOs, etc., who were actively involved in responding to the COVID crisis on the ground. This will set a platform where experiences from different perspectives will be shared to initiate dialogue regarding the challenges faced in ground responses and also recognise the crucial efforts that are being put forth to save the city against this pandemic.

Mumbaiचे COVID योद्धा – आपले Mumbai Police – The webinar will acknowledge the significant role of Mumbai Police officials over the past few months for the city. Police officials continue to work day in and day out in the hope of curbing the outbreak. They have worked as frontline warriors for the city against the pandemic. Unfortunately, battling the virus to keep the city safe also means risking one's life but Mumbai Police had worked and are working for the citizens of the city continuously. In additions to their law and order function, Mumbai Police has helped Mumbaikars through food distribution in containment areas, helped migrant labours go back to their villages safely, and has built a tremendous trust in the community. To discuss this, Praja Foundation is hosting a webinar to



recognise the contribution of Mumbai police as a COVID champion and reflect upon how citizens and Mumbai Police have worked together in the pandemic for the city.

ReFocus Mumbai - The webinar congregates business/corporate leaders and heads of corporate foundations/CSR/trust, sharing knowledge on the various initiatives undertaken by corporate Mumbai in supporting, volunteering and heading citizen ground interventions in relief support to migrants, vulnerable citizen groups and other crucial response actions being taken to manage the COVID-19 crisis that is unfolding in the city.

उद्या ची मुंबई (Reimagining Mumbai post COVID-19) - The citizens, governments and administration will overcome the COVID-19 crisis. It is a time to question how the COVID-19 pandemic has changed the way we have looked at our city and its governance. The Covid-19 crisis is an opportunity to change by transforming urban governance and building a smart, self-reliant and innovative Mumbai city. Praja is hosting a webinar with law and influence makers for the city to discuss the potential reforms and solutions to build a resilient Mumbai.

Registration Link for the webinars – tiny.cc/Praja4Mumbai. Please find attached Praja4Mumbai campaign poster in the next page if you would like to access registration form through a QR code.

2. Social Media

There will be 3 different events to engage the audience on social media namely, the **'#WhatIf campaign', 'Polls', 'Quizzes'** and **'Did You Know?'** campaign. The activity involves targeting Mumbai's youth to express, through videos on social media, what they would have done, being a part of the administration in the current crisis. Apart from that, other activities will involve the citizens in initiating dialogue to increase participation in urban governance.

#PRAJA4MUMBAI

#PrajaUtsav

REIMAGINING MUMBAI POST COVID-19



 Date: 11th August - 14th August, 2020

SOCIAL MEDIA



- #WhatIf
- Quizzes
- Did You Know?
- Polls

WEBINAR



- 11th August, 2020
सगळे Mumbaikar-COVID Warriors
- 12th August, 2020
Mumbai चे COVID योद्धा- आपले Mumbai Police
- 13th August, 2020
ReFocus Mumbai
- 14th August, 2020
उद्या ची Mumbai

For Registrations Click: tiny.cc/Praja4Mumbai



सगळे Mumbaikar COVID Warriors

WEBINAR

Reimagining Mumbai Post COVID-19

KEY SPEAKERS



Amit Chandra
Managing Director, Bain Capital
A.T.E Chandra Foundation



Govindraj Ethiraj
Founder,
IndiaSpend & Boom



Kishori Pednekar
Mayor, Mumbai



Shishir Joshi
Founder and Chief Executive
Officer, Project Mumbai



Moderated By
Vivek Asrani
Trustee, Praja Foundation
Managing Director,
Kaymo Fastener Company



Register here
tiny.cc/Praja4Mumbai
or scan



#PRAJA4MUMBAI
11th AUGUST, 2020
4:00 PM TO 5:30 PM



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[praja.org](https://www.facebook.com/praja.org)

[PrajaFoundation](https://www.youtube.com/PrajaFoundation)

[prajafoundation](https://www.instagram.com/prajafoundation)

Mumbaiचे COVID योद्धा आपले Mumbai Police

WEBINAR

Reimagining Mumbai Post COVID-19

KEY SPEAKERS



Amin Patel
MLA, Maharashtra Legislative
Assembly



Faye D'Souza
Journalist



Julio Ribeiro
Former Police
Commissioner of Mumbai



Naval Bajaj
Joint Commissioner
of Police (Administration)
Mumbai



Moderated By
Mustafa Doctor
Advisor, Praja Foundation &
Sr. Advocate, Bombay High
Court



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#PRAJA4MUMBAI
12th AUGUST, 2020
4:00 PM TO 5:30 PM



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ReFocus Mumbai

WEBINAR

Reimagining Mumbai Post COVID-19

KEY SPEAKERS



Anuj Bhagwati
C.E.O, A.T.E Enterprises ,
Executive Committee Member,
UDRI,
Trustee, Praja Foundation



Deval Sanghavi
Partner and Co-founder
Dasra



Samir S Somaiya
Chairman/Managing Director,
Godavari Biorefineries Ltd



Moderated By
Iris Madeira
Trustee, Praja Foundation &
Partner, Madhavi Desai
Consulting Pvt. Ltd.



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#PRAJA4MUMBAI
13th AUGUST, 2020
4:00 PM TO 5:30 PM



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उद्या ची

Mumbai

WEBINAR

Reimagining Mumbai Post COVID-19

KEY SPEAKERS



Jayaprakash Narayan
General Secretary, Foundation
for Democratic Reforms



Nawab Malik
Cabinet Minister
Government of
Maharashtra



Priyanka Chaturvedi
MP,
Rajya Sabha



Shirish B. Patel
Founder of Shirish Patel &
Associates



Yogesh Sagar
M.L.A, Maharashtra
Legislative Assembly



Moderated By
Nitai Mehta
Founder and Managing Trustee
Praja Foundation,
Director Adity Designs



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#PRAJA4MUMBAI
14th AUGUST, 2020
4:00 PM TO 5:30 PM



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[prajafoundation](https://www.instagram.com/prajafoundation)



#PRAJA4MUMBAI

Participate in the #Praja4Mumbai campaign and win exciting Praja goodies!

	Polls <i>3rd to 9th August, 2020</i>
	Quiz <i>10th to 15th August, 2020</i> <i>Results declared end of the day</i>
	Did you know? <i>10th to 15th August, 2020</i>
	#WhatIf (Video) <i>9th to 14th August, 2020</i> <i>Winners declared on 15th August</i>

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