



Daan Utsav has been celebrating the spirit of giving between October 2nd and October 8th every year. **2019 marks the 150th birth anniversary of Mahatma Gandhi** and Mumbai First reached out to a large number of people through various initiatives this year.

Mumbai First's past participation during Daan Utsav:

Mumbai First organized 'Hamara Station Hamari Shaan', a one of its kind initiative, which had massive participation from corporates and citizens across Mumbai who came forward to help beautify the western and central railways stations of Mumbai. The theme of the art/ murals painted at the station was to celebrate the spirit of Mumbai city. 100% volunteer driven, this initiative was supported by both the Central and Western Railways.

Mumbai First along with the Asiatic Society of Mumbai, had also hosted a unique children's Adopt-a-Book and Crowd Funding festival to bring together young readers to the steps of the historic institution and help raise funds for restoration of priceless volumes stored in the library. 100 books were identified to be restored through crowd funding and children initiatives.

Mumbai First's Daan Utsav Activities, 2019:

- Winter Collection Drive
- Storytelling activity in MCGM Schools
- Theatre and Art Workshops for MCGM Schools

We thank all our collaborators for their outstanding support and knowledge based fun activities

Our Collaborators

- MCGM Education Department and MCGM Schools
- Raell Padamsee's Ace Productions
- Create Foundation
- Mumbai Storytellers Society
- Goonj
- Lions International District 3231 A
- The Souled Store

Winter Collection Drive

Collaborators: Goonj, Lions Club International District 3231 A1 and The Souled Store

We organized a collection drive of winter clothing, blankets, quilts, scarves, mufflers and items deemed appropriate for winter. The idea was to celebrate giving and to encourage sharing among Mumbaikars. Yet again, in the true spirit of Gandhigiri, the city saw its people come together in large numbers to help several people fight cold, winter nights in different parts of the country. There were two collection centers- The Souled Store in Bandra and The Bombay Institute for Deaf Mutes, Mazgaon. People walked into the collection centers to support and contribute towards the collection drive. The materials collected are sent to Goonj who will be sending the same to the flood affected areas of the country.

The image shows two promotional posters side-by-side. The left poster is for a 'Winter Collection Drive' at the 'Bombay Institute for Deaf and Mute, Mazgaon'. It features a photograph of folded winter clothing (a yellow scarf, a grey blanket, and a white blanket) at the top. Below the photo is a red banner with white text: 'Winter Collection Drive' in a circle, 'Bombay Institute for Deaf and Mute, Mazgaon', and 'Oct 3rd, 4th, 5th and 7th, 2019 3:30pm to 6pm'. At the bottom, it says 'Reach out to to know more... Aishwarya: 9916295941 Thankha: 8610522746' and includes logos for 'MUMBAI first', 'DAAN UTSAV', and 'The Souled Store'. The right poster is for 'DAAN UTSAV 2019-2020'. It features a photograph of a smiling man pointing to a yellow smiley face drawn on his index finger. A yellow banner at the bottom says 'THIS DAANUTSAV do an act of kindness draw a HAPPYDOT on your finger and share it with your friends!'. Below the photo, it says 'Remember to use the hashtags #DaanUtsav and #HappyDot when you post your selfies!' and lists social media handles: @daanutsav, @daanutsav, @daanutsav, and @daanutsav. At the bottom, it says 'Visit www.daanutsav.org or write to daanutsav@gmail.com'.

Storytelling activity in MCGM Schools

Mumbai First along with Mumbai Storytellers society (MSS) organized a session on Gandhian values for children of classes 5 and 6 at Dr. Baba Saheb Ambedkar Municipal School, Worli. The children were beaming with joy as they were introduced to values such as compassion, giving, empathy, leadership, non-violence and sharing through storytelling and puppetry. Over 200 students of the school were part of this enriching and creative experience curated specially for the young minds.

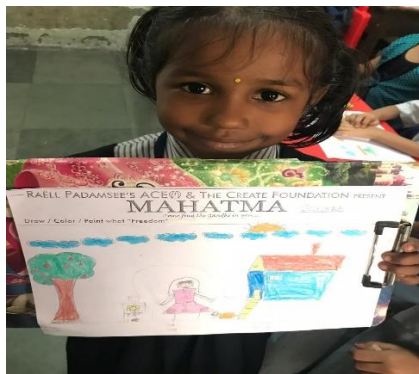


Theatre and Art Workshops for MCGM Schools

Mumbai First, Raell Padamsee's Ace Productions and Create Foundation had a range of activities for children from classes 1 to 8 at New Mody Municipal School, Fort.

Classes I and II: The Mahatma Art workshop

The children were given art sheets and explained the meaning of 'freedom'. They were given examples of what freedom means and the children also shared their understanding of what freedom meant to them- 'being a bird and flying' or 'eating a dish of their choice'. They were then given a box of crayons and each child went on to draw what freedom meant to them and all the children thoroughly enjoyed themselves in the process.



Class III: Theatre game & MIME workshop

Theatre games on moods and emotions and various group activities were conducted for the children. They were very excited about the games and the use of props. The children were also introduced to Gandhian values, mimes on equality, perseverance, saving water and creating social change. Explaining the importance of water conservation, the children were taught a song during the mime session:

*'Turn off the taps while brushing
Use re cycled water for flushing
Check that the taps don't drip-drip- drip
Get up Mumbai, get a grip'*



Class IV and V: Use of Prop and MAHATMA placards

Children of both classes came up with many exciting and new ideas demonstrating absolute creativity in their use of props given to them. These props were either a Hat /Dupatta/Book/slinky. Placards were used to discuss MAHATMA values in class IV:

M - Make in India – be self-Reliant; A - Action to make a difference; H - Have to try and try again; A – Ahimsa; T – Teamwork; M - Make sure we're all equal; A -Always put other's needs before your own.
One boy drew a sketch of Mahatma! At the end, the children recited a Marathi poem too.

Children of class V were exposed to theatre games involving moods and passing the object and also recited poems that they learnt in school. We also did a theatre game involving moods.



Classes VI and VII: Mime workshop

There was an interactive session with the students on values and a mime workshop with props on saving water, saving trees, civic sense and gender equality. The children enthusiastically took part in games on enhancing concentration levels. The children performed a song in Marathi.



Class VIII: Improv workshop

Gandhian values where we discussed with the children using placards. Children were asked to improvise based on values of Gandhi. They were taught to put others needs first. During theatre games, children used their creative ideas and thought out of the box. Creating change, team work and equality were also discussed during the workshop.



About Mumbai First

Mumbai First is a not-for-profit think tank which aims at making Mumbai a better place to live, work and invest in. Mumbai First, also known as Bombay First is a unique model of public private participation and was set up by India's industry leaders almost 20 years ago. The Tatas, Mahindras, Godrej, ICICI, Asian Paints and HDFC are few of the original patrons of Mumbai First. Mumbai First works on a unique Public-Private Partnership Project (PPPP) model. As a think tank and catalyst between Industry and Government, Bombay First has in the last ten years, been working relentlessly towards its vision of transforming the Mumbai Metropolitan Region (MMR) into a world class city for its citizens and the most preferred destination for business.

Mumbai First has been constantly evolving and organizing programs, workshops and roundtable discussions on the most relevant issues in the city, across nine verticals- Environment, Governance, Health, Education, Economic Growth, Art, Heritage & Culture, Transport & Mobility, Security & Resilience, and Housing.

For further information, please visit their website: www.mumbaifirst.org

OUR COLLABORATORS



MCGM Education Department- Joint Municipal Commissioner (JMC) Mr.Ashutosh Salil, Education Officer (EO) Mr. Mahesh Palkar, Senior Supervisor Mr. Rameshwar Lohe and other key officials at the MCGM Schools



Raell Padamsee is a vibrant, versatile, dynamic well- known theatre personality. She is well reputed in the field of theatre production, design and execution of mega events and her company, Ace Productions Pvt. Ltd. has been involved in all these activities for over 20 years.



Founded in loving memory of *Pearl Padamsee*, the trust aims to devise a revolutionary system of education by using the creative arts. **CREATE** works in integration with many NGO's for their upliftment and it also gives them amazing opportunities to work in plays by Ace Productions.



Mumbai Storytellers Society, an institutional member of FEAST, was founded by Usha Venkatraman in March 2019 with five other women storytellers as its co-founders. The society aims to promote the oral tradition of storytelling in the community.



GOONJ, a voluntary organization that works throughout the year to channel underutilized material from resource rich urban India to the rural/slum India. From clothes, books, toys to relief materials - GOONJ collects this material from the cities, sorts it and sends it to people in remote parts of the country under its various initiatives.



Established in 2013, The Souled Store is your friendly neighborhood store, helping you express yourself with cool, quirky merchandise. The Souled Store was born out of the idea of loving what you do - “following your soul”.



Lions are a global service network of volunteers that make a difference in their local communities. Lions Clubs is the world’s largest service club organization and also the most effective. Their mission is to empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.