

The University of Mumbai presents....

MUNIJAN (Mumbai University New Initiative for Joint Action Now)

Article for Press Release

Sustainable Development, Corporate Social Responsibility, Triple bottom line & Ethical leadership have been some of the buzz words across the globe in the recent times. With the growing need of incorporating these concepts in Political, Corporate and all the other spheres of development and an increased awareness amongst the masses about these, greater involvement of the youth - people who hold the future of the world- in activities addressing these issues has become paramount. India, being a country with unmatched young and capable population and a country that has produced leaders that have championed social causes has an opportunity to take the lead.

Mahatma Gandhi was one such leader whose Principles and Learning are looked up to by the who's who of the world as the guiding values that can help moulding the leaders of tomorrow into Globally Responsible Citizens. The University of Mumbai realises the importance of inculcating these values in the students of the university and hence, with the Principles and Values of Mahatma Gandhi in mind it has come up with 'Mumbai University New Initiatives for Joint Action Now (MUNIJAN)'.

The Objective of MUNIJAN is to bring positive changes to the society at large by involving students of the University of Mumbai in a series of constructive socially responsible activities.

So how does it work? What are these activities going to be? Who is going to suggest these activities? Well, the job of ideating these activities has been left to the best management brains under the University of Mumbai; Student teams from Management Institutions affiliated to the University of Mumbai (Under Graduate/Post Graduate- Part time as well as Full time courses).

To bring out the best idea from the Management Students, MUNIJAN has introduced a competition. Teams from all the management colleges affiliated to the university will come up with Implementable Ideas and will compete with each other. The winning idea would then be implemented by the University across all colleges affiliated to it This competition will take place in two phases. Phase 1 will involve short listing of entries. Phase2 will involve presentation by the shortlisted teams followed by selection of the best idea.

To start with, each competing team has to choose a particular theme and come up with a sustainable idea which is related to the chosen theme and can be implemented by the University of Mumbai across all affiliated colleges. This idea should be able to engage 650,000 students of the University to create positive and measurable impact on the society and has to be backed by a detailed implementation plan.

Shortlisted entries will be invited to present their ideas in front of a panel of judges comprising of leading Philanthropists, Politicians, Social Activists, Academicians, Celebrities and Journalists of the country on the 2nd of October 2010 at the Convocation Hall of the University of Mumbai.

This whole initiative is drawn from Gandhian principles of serving the society and a brain child of Dr. Rajan Welukar(Hon VC Mumbai University). It is fitting that the final round of it would be on Gandhi Jayanti. In today's world of indifference and apathy, MUNIJAN aims to instil more responsibility and sensitivity in its students.