

MUNI JAN
(Mumbai University New Initiative for Joint Action Now)

September, 2012

To,
The Director/Principal

This letter is an invitation to your institution to be a part of '**MUNI JAN**' the social initiative of the University of Mumbai, which will take place on the day of '*Gandhi Jayanti*' i.e. 2nd October 2012. The objective of this initiative is to bring about positive changes to the society at large by involving its students in a series of constructive socially responsible activities.

MUNI JAN rests on the belief that humanity's next evolutionary leap will be achieved by combining collective efforts from all to inspire, support and serve conscious evolution. Evolutionary leaders from all around the world like Mahatma Gandhi and Swami Vivekananda have always sought the need to build a global community, restore ecological balance and encourage social transformation that optimizes human potential. Today, the world is plagued with grave and unforeseen issues and is looking for a model that leads to Sustainable Development worldwide. The values and principles followed by the likes of The Mahatma are grabbing everybody's attention. Mahatma Gandhi's strong belief in the concept of Service Leadership- a style in which service to society is the leader's prerogative and a style that he himself followed throughout his life - is one such value that can play an exemplary role in shaping the leaders of tomorrow into Globally Responsible Citizens.

The University of Mumbai realizes the importance of inculcating these values in more than 650,000 students of the university in the past. MUNI JAN witnessed participation from across university colleges with students participating in large numbers with a fillip to make radical changes to the society. Students presented papers on socially vital issues such as environment, rural development, education, human rights, etc in front of an esteemed panel of judges comprising of leading Philanthropists, Politicians, Social Activists, Academicians, Celebrities and Journalists of the country.

We therefore invite teams from your institute to come up with ideas which can create huge impact in our society which reinforce Mahatma Gandhi's principles. The shortlisted teams will be invited to present their ideas on the 2nd of October 2012 at the Convocation Hall of the University of Mumbai. All participating teams shall be given certificates of participation by the University. The winning idea will be adopted by the University as a scheme to be implemented across all colleges and the winning team will be presented with a Trophy and a certificate of merit.

On behalf of the University of Mumbai, I seek maximum participation from your institute to make this vision a reality.

Best wishes,

Project Coordinator

Vice Chancellor's Secretariat
University of Mumbai

Mumbai University New Initiative for Joint Action Now (MUNIJAN) : Student Gandhigiri Movement
Projects – An initiative by the University of Mumbai

Details of the Event:

Date : 2nd October 2012

Venue: Convocation Hall, University of Mumbai

Time : 10.00 am

Objective:

To choose a sustainable idea for MUNIJAN – a social initiative of the University of Mumbai that will engage each and every student at the University affiliated colleges in activities that lead to societal development.

Event Description and Guidelines:

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.

The event would be the culmination of a competition between the participating teams from various Management Institutes under the university. This competition will take place in two phases:

Phase 1 will involve short listing of entries.

In this phase, the entries will be shortlisted by an internal panel comprising of experts from University of Mumbai on the following parameters:

- **Use of New Technology and Idea Propagation Platforms** : Ideas need to use new media and old media evenly so as to look at them spreading virally or otherwise widely
- **Relevance to the theme:** The idea chosen has to be within the realm of the theme chosen.
- **Social Importance of the Initiative:** The relative Social Importance of the idea. This might evaluate the need of the described idea in the existing social setup.
- **Impact:** The parameter would evaluate the long term impact that the initiative would have on various stake holders involved.
- **Measurability:** The results should be measurable in concrete, tangible figures.
- **Feasibility** : This parameter would judge if it would be possible to implement the scheme with the suggested impact in available resources like financial, human, technology, expertise etc
- **Structure:** Integration of the project within the University framework
- **Engagement/Scale:** To judge if it would be possible to engage 650,000 students of the University of Mumbai across all demographics (rural, urban & tribal).
- **Sustainability:** To judge if the idea can be carried forward on a long term basis.

Phase2 will involve presentation by the shortlisted teams followed by selection of the best idea.

In this phase, 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 2012 at the Convocation Hall of the University of Mumbai. The presentation could be in any form such as:

1. Power point/ flash/any other software Presentation.
2. Videos – on a Small Pilot of the proposed scheme/ Examples of similar implementations etc.
3. Poster presentations
4. Role Play
5. Any other format

Important Instructions for Phase 2:

- The duration for this presentation would be 10 minutes, followed by a Q&A round with the judges for 5 minutes.
- This presentation will be judged on same parameters as in Phase 1. Make sure that all these parameters are addressed during the course of the presentation.
- Presentation has to be done by students only.
- It would be compulsory for all the shortlisted teams to keep the content of their presentation same as that of the original idea submitted.
- Jury's decision will be final.

The entries have to be sent by filling the **MUNIJAN2012 idea Form** that is attached along with this circular by **September 20th 2012** to munijan.mu@gmail.com or by couriering it to:

MUNIJAN
Dr. Kavita Laghate (Chief Coordinator)
Jamnalal Bajaj Institute of Management Studies (JBIMS)
University of Mumbai,
Dadabhai Naoroji House, Road No. 3,
164, backbay Reclamation,
Mumbai-400 020

Eligibility:

1. Only the teams from Management Institutions affiliated to the University of Mumbai can participate. (Under Graduate/Post Graduate - Part time/Full time courses)
2. Each Team should consist of 2-5 students guided by a faculty from the same college. No student can be a part of more than one team.
3. Completion of the MUNIJAN Idea Form(Incomplete entries will be disqualified)
4. Adherence to the word limit mentioned in the MUNIJAN Idea Form

Timelines:

| DATE | EVENT |
|----------------------|---------------------------------------|
| 20th September, 2012 | Timeline for submission of Ideas |
| 28th September, 2012 | Announcement of the shortlisted teams |
| 2nd October, 2012 | Presentations by the selected teams |

For any other queries, please call our MUNIJAN Coordinators:

Dr. Kavita Laghate (Chief Co-ordinator) [9969624426](tel:9969624426)/kavitalaghate@jbims.edu

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Mr. Omkar Moye- [8097451625](tel:8097451625)/omkarmoye13@jbims.edu

Mr. Abhina Vishwakarma – [9730755762](tel:9730755762)/abhinavvishwakarma13@jbims.edu

Mr. Ashish Khandare [-9967436784](tel:9967436784)/ashish.khandare@simsree.net

MUNIJAN - 2012

Name of the College :

Name of the team :

Team Members :

| | Full Name | Phone | E-mail |
|----------------------|-----------|-------|--------|
| 1. (Contact student) | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |
| 6. Faculty | | | |

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| <p><u>Theme Chosen: (BELOW ARE SUGGESTED THEMES, NEW THEMES PREFERRED)</u></p> <ul style="list-style-type: none"> • Environment <input type="checkbox"/> • Education <input type="checkbox"/> • Poverty alleviation <input type="checkbox"/> • Health & Hygiene <input type="checkbox"/> • Elimination of Social Evils <input type="checkbox"/> | <ul style="list-style-type: none"> • Employment & Empowerment <input type="checkbox"/> • Human Rights <input type="checkbox"/> • Women Empowerment <input type="checkbox"/> • Rural Development <input type="checkbox"/> • Ethics <input type="checkbox"/> • Any Other (Please Specify) <input type="checkbox"/> _____ |
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1. Describe your Idea (Max. 400 words)
 - *Brief Overview of the activity*
2. How is your Idea Socially relevant? (Max. 150 words)
 - *Background of the issue*
 - *Related Facts/ figures that make it socially important*
3. Impact foreseen. (Max. 150 words)
 - *Tangible Impact on all stakeholders*
4. Describe your Project implementation plan? (Max. 400 words)
 - *Modus Operandi*
 - *Stakeholders, roles, responsibilities*
5. Describe the structure of the project in the University of Mumbai framework. (Max. 150 words)
 - *Engagement of 6, 50,000 Students.*
 - *Inclusion in Curricular/ Co-Curricular/Extra-Curricular activity.*
 - *Timelines*
6. What Resources would be required? Where do you plan to get them from? (Max. 150 words)
 - *Financial :*
 - *Human Resources:*
 - *Technical Knowhow:*
 - *Others:*
7. What are the Constraints you foresee? How would you overcome them? (Max. 150 words)
 - *Social/Political barriers*
 - *Any other barrier.*
8. How can the sustainability of this idea be ensured? (Max. 150 words)
 - *Future possibilities*
 - *Future collaborations*
9. How do you plan to measure the results? (Max. 150 words)
 - *Evaluation Model that can capture the results effectively*

NOTE: softcopy of this is available on www.mu.ac.in