

## HOSHAR MUMBAI

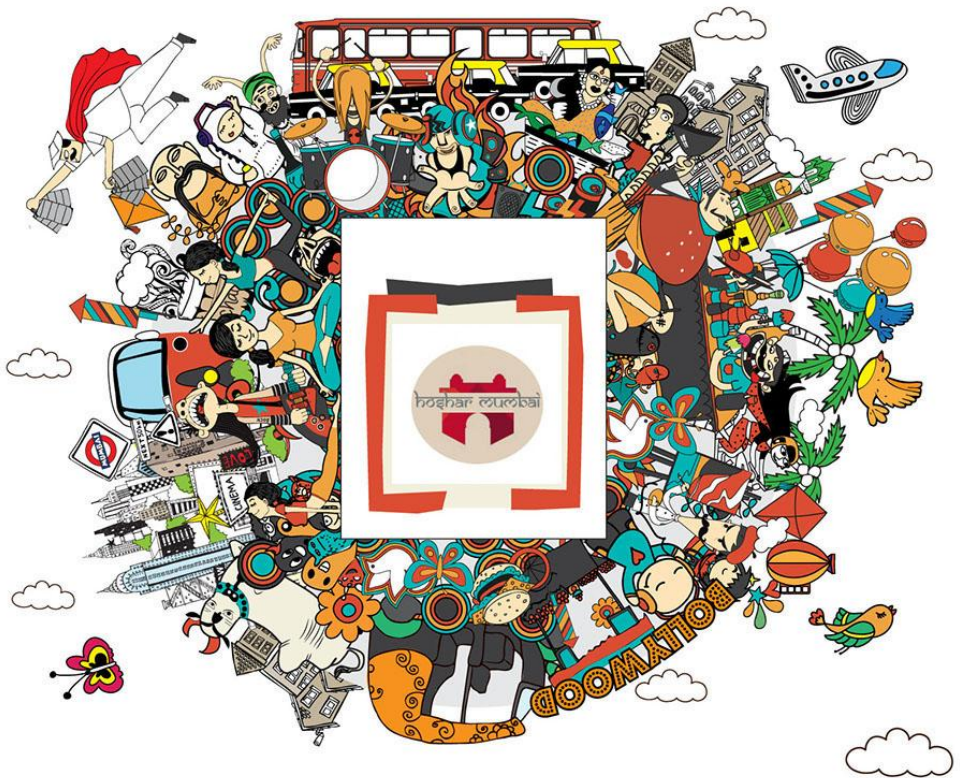
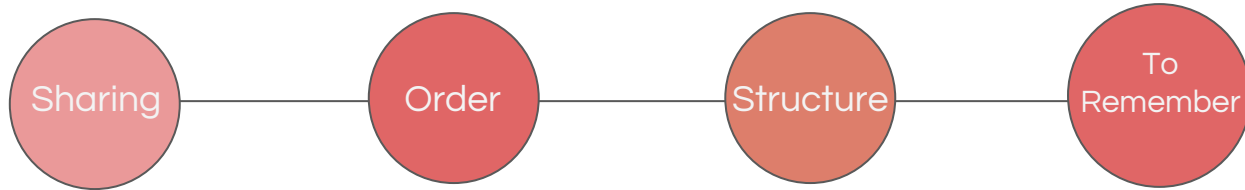


Illustration taken from Hindustan Times

**Design**

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# CHALLENGE



## **Creating**

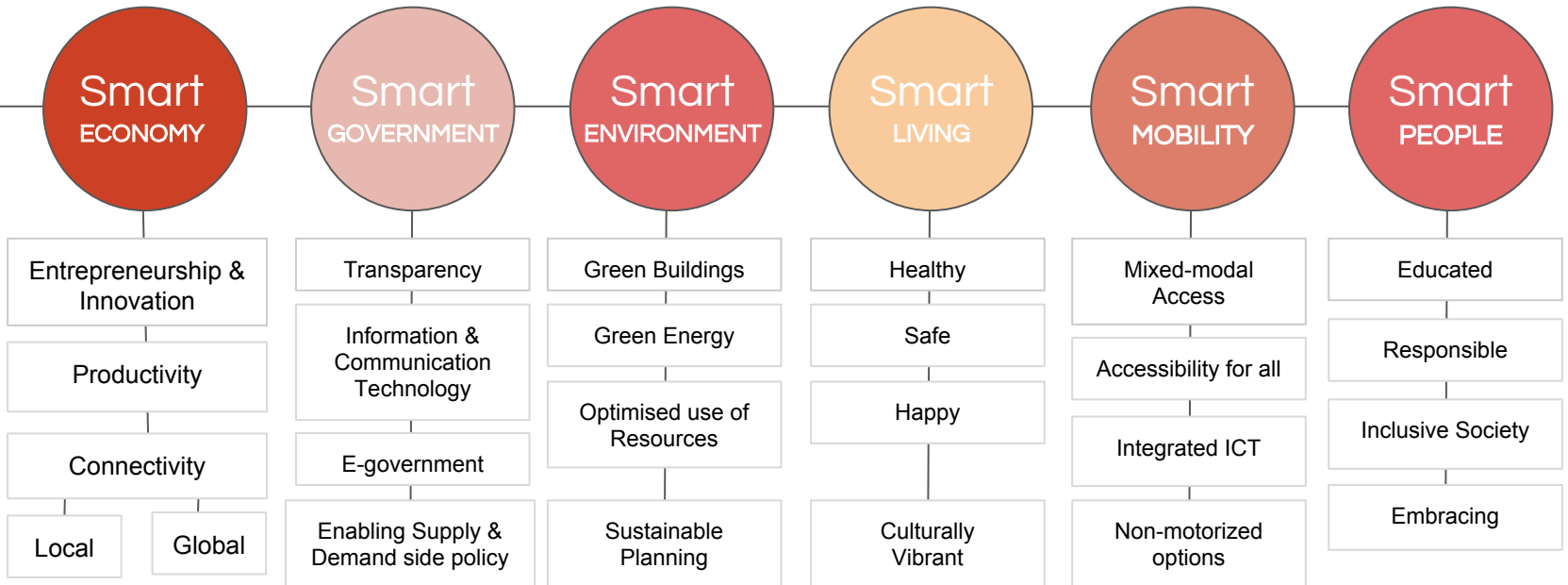
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**SMART**

**MUMBAI**

## What makes a city

# SMART?





How different is

# MUMBAI?



City of Dreams



Highest number of  
Billionaires  
In country

POPULATION  
20.7 million



CULTURAL  
DIVERSITY

Hindu : 67.39%  
Muslim : 18.56%  
Buddhist : 5.22%  
Jains : 3.99%  
Christians : 4.2%  
Sikhs : 0.58%  
Parsis and Jews



Financial Capital  
of India



Entertainment  
Capital of India



Largest  
Commuter  
Train system



Work  
Dedication



High Migration  
Rate

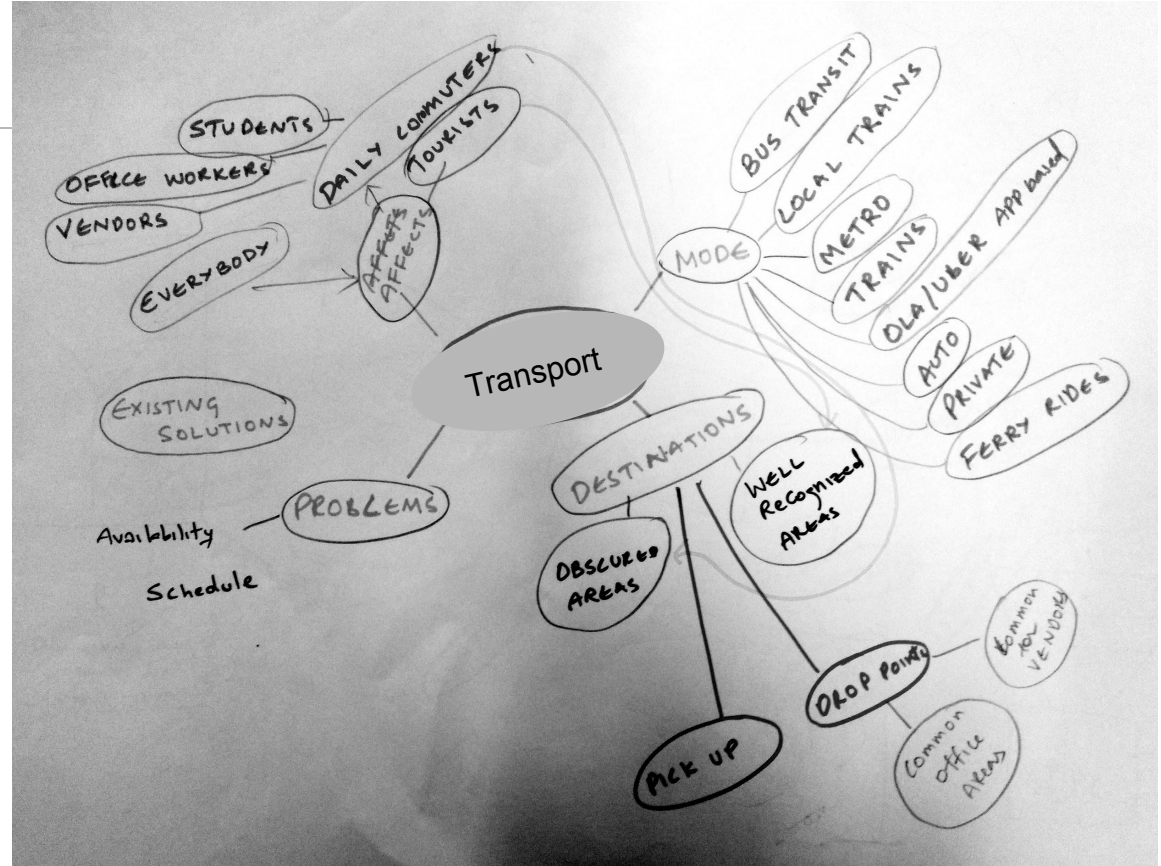


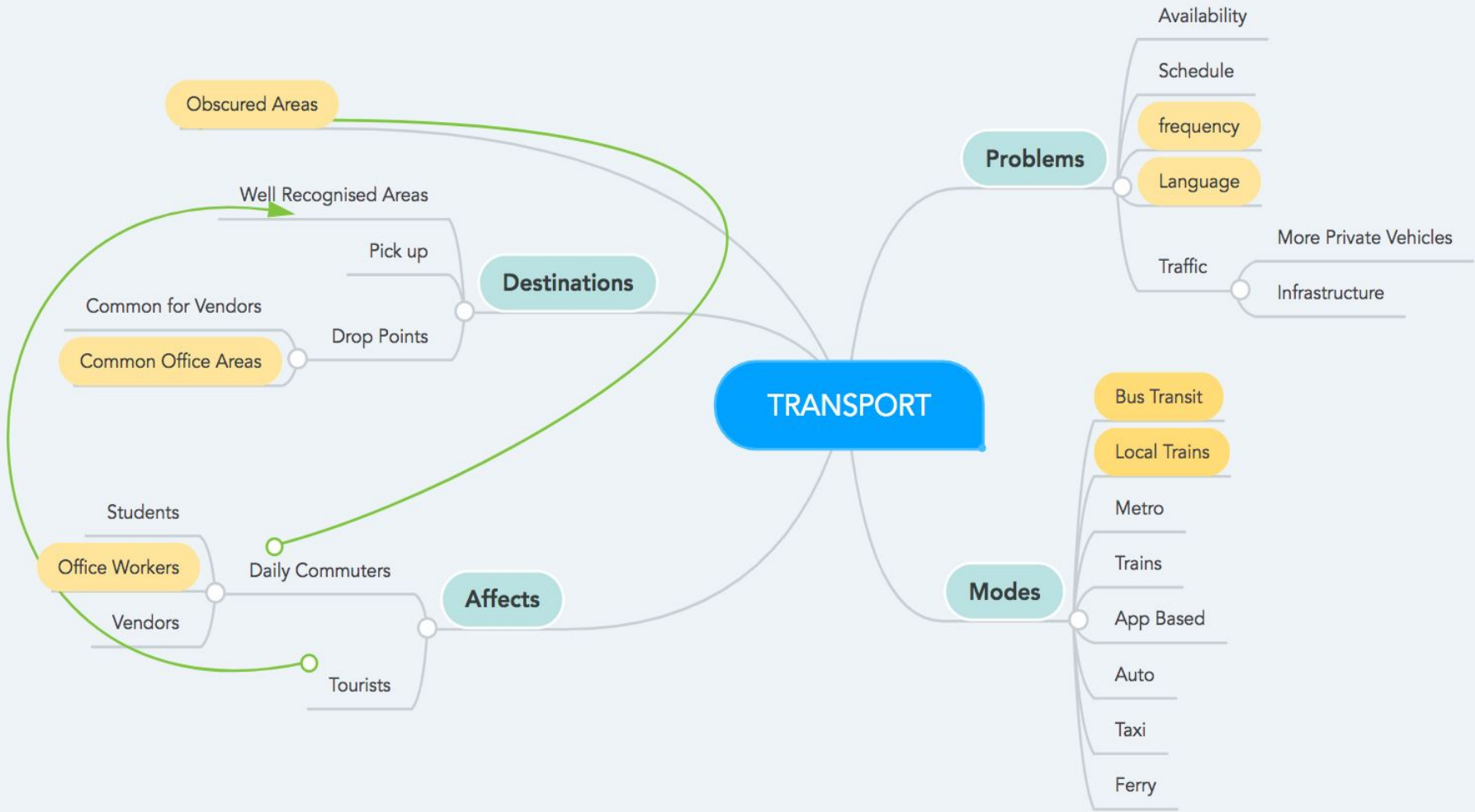
Tallest  
skyscrapers of  
India

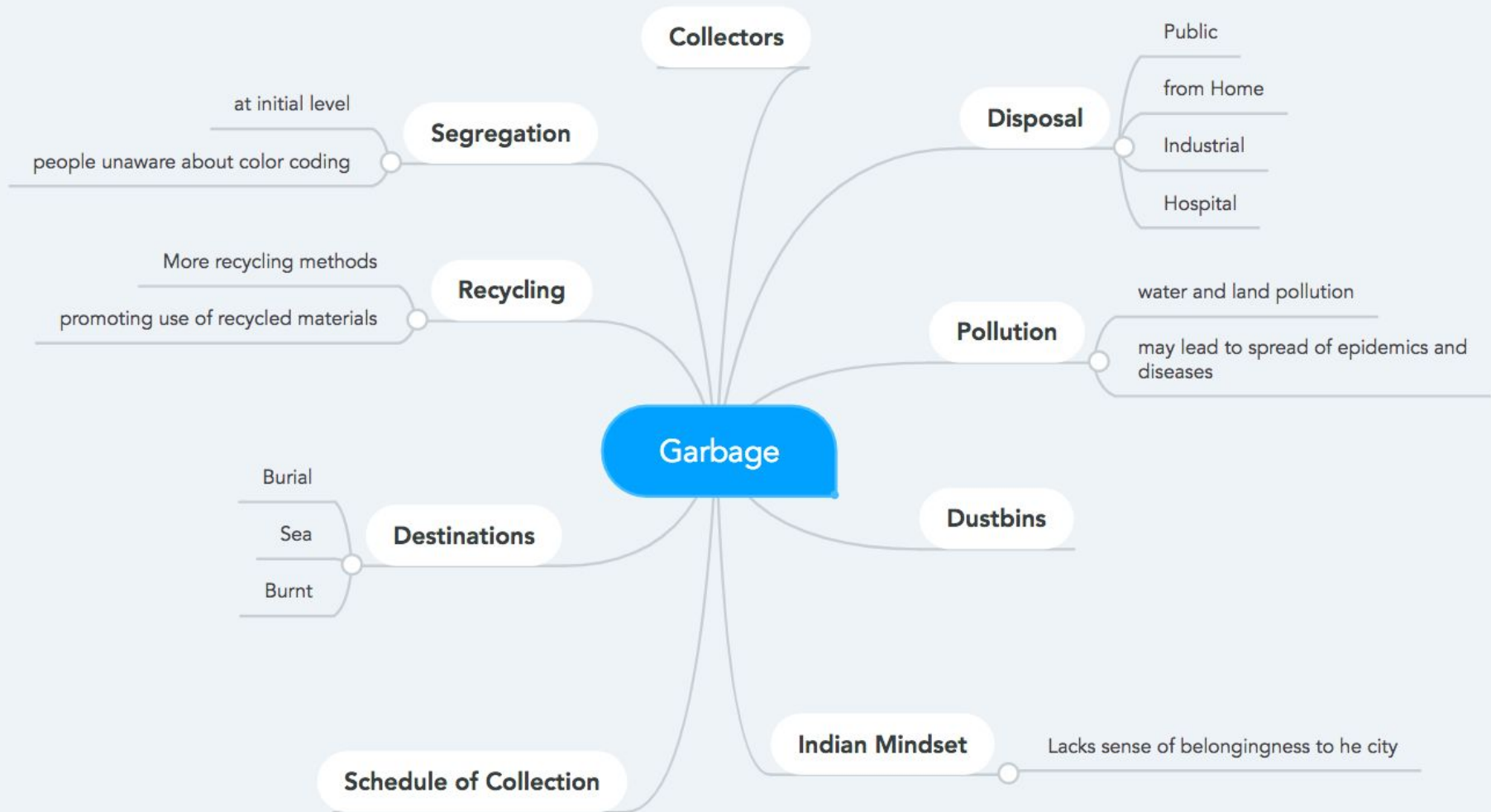


2<sup>nd</sup> Largest  
slums in Asia

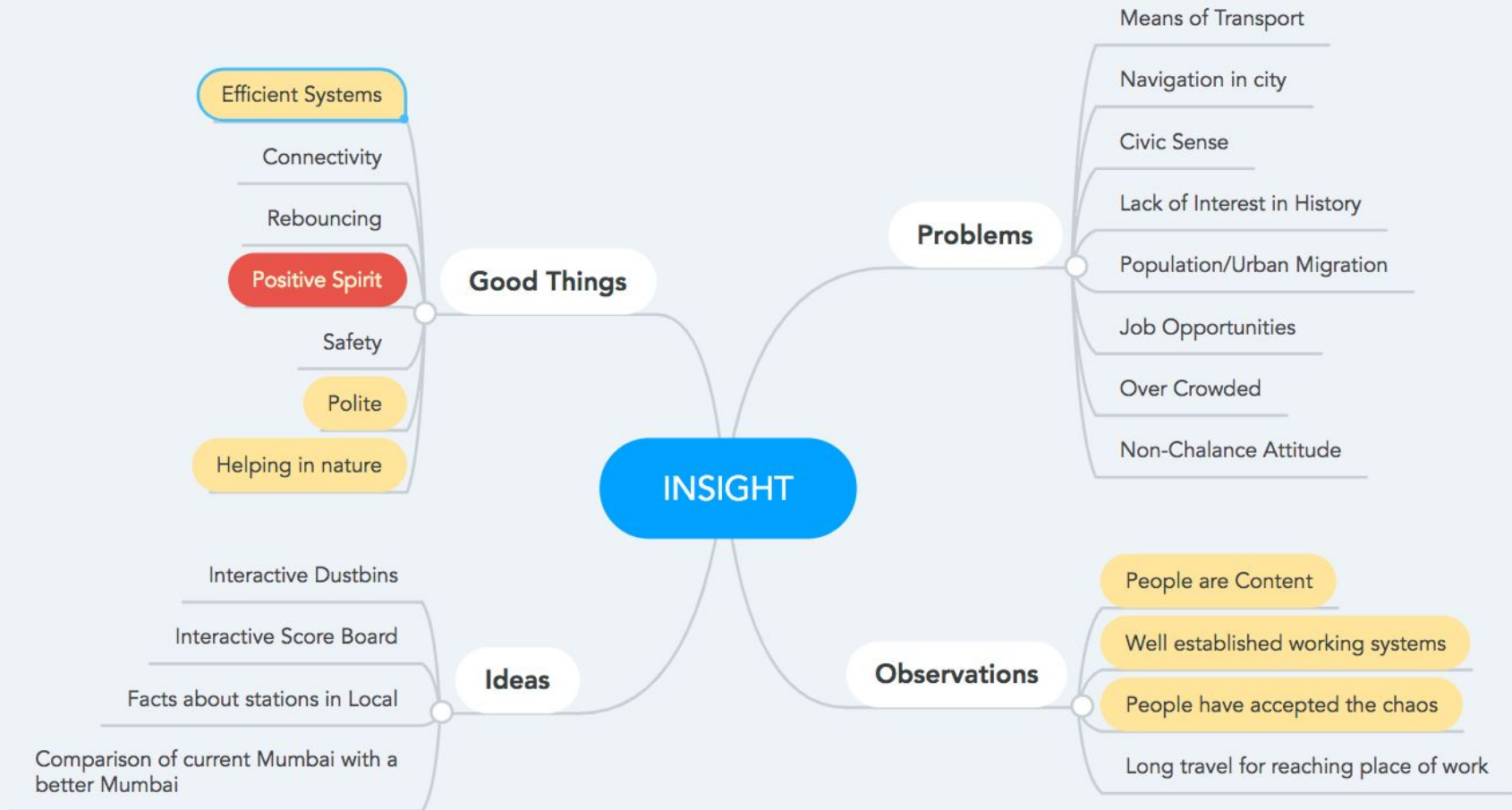
# TRANSPORT



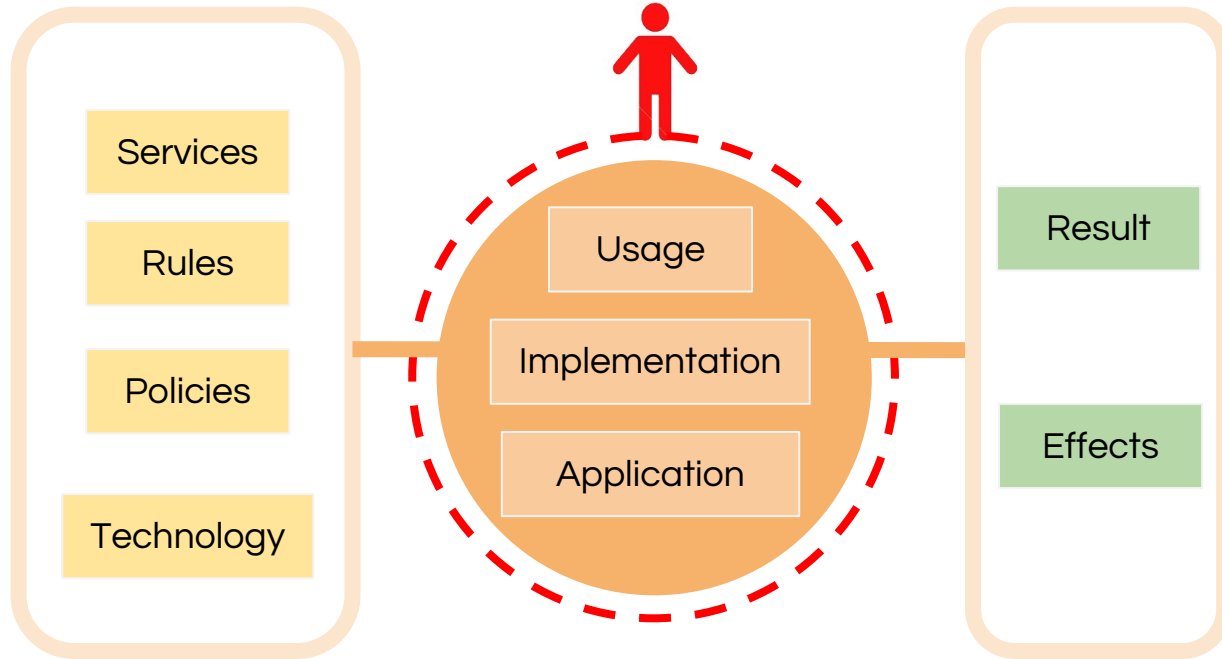




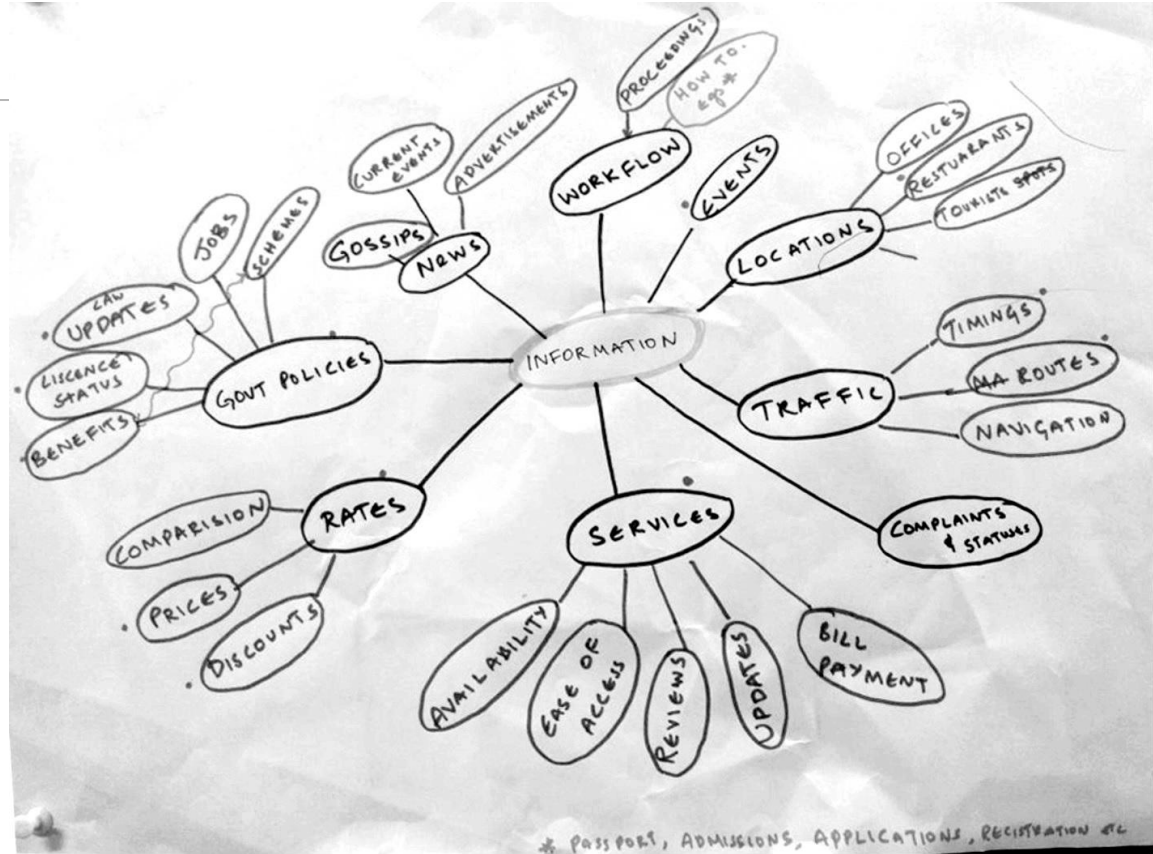




# BALANCE

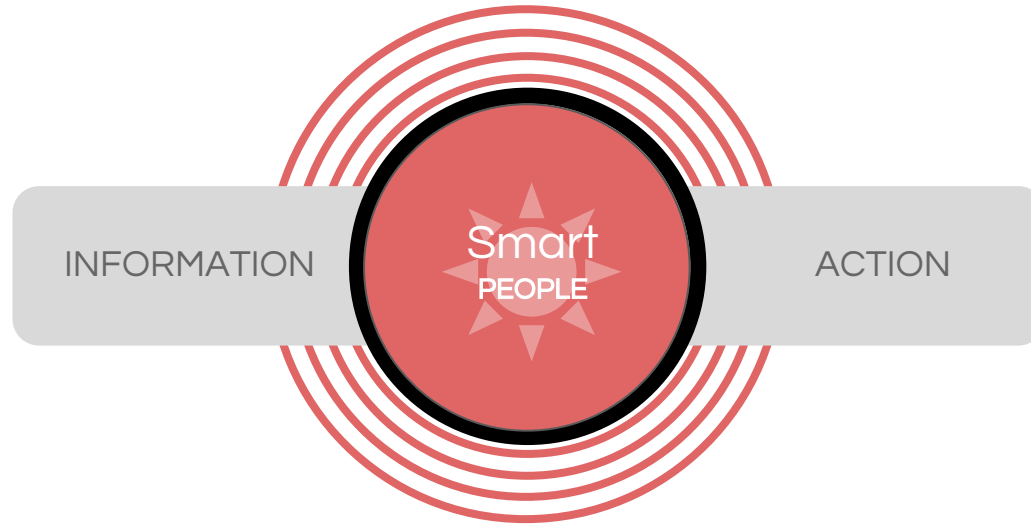


# INFORMATION



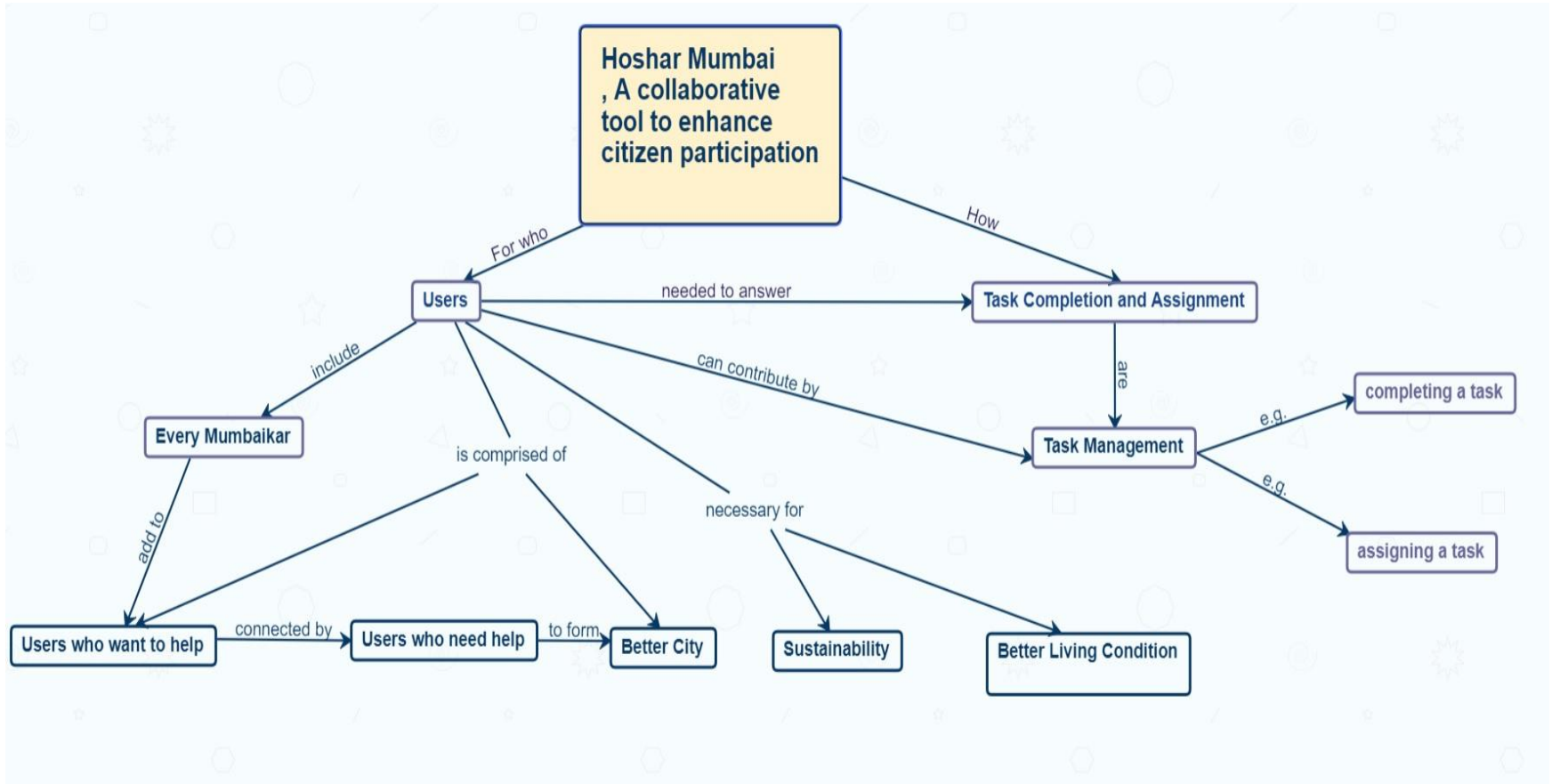
# Making people SMART

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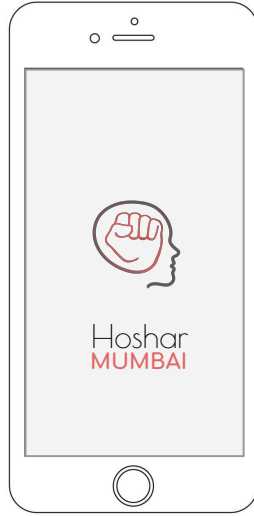


It is upto the citizens themselves to rally up and make changes in whatever little way they can. Armed with information and the right cues, people can take positive action towards a better and smarter city.

# CONCEPT MAP



## Application

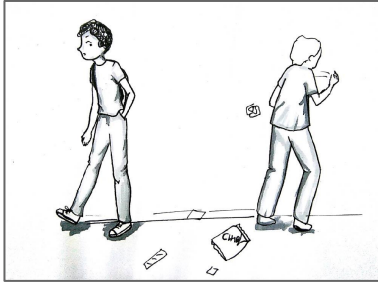


## Installation



Hoshar Mumbai: An application teamed up with an installation that motivates and unites well meaning citizens to come together and help make their city a better place.

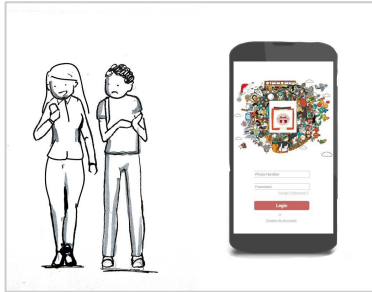
# SCENARIO



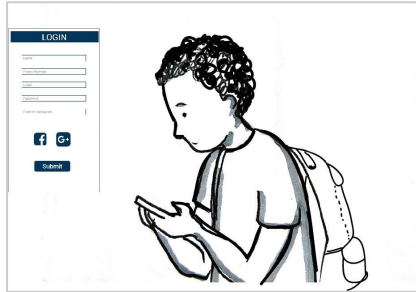
Manash commutes to the university daily usually by bus or by auto. On his way back from college one day, he sees a man littering the road. He wonders why people don't use the trash bin. Only to find the trash bin in a dilapidated condition.



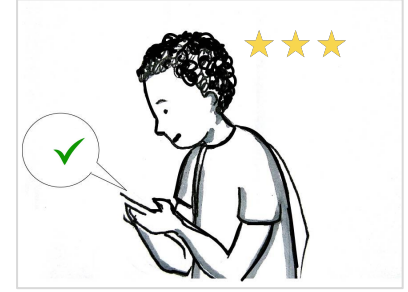
His friend Soniya appears and asks him why he is distressed. He points out the irresponsibility of the people. She simply smiles and takes a picture of the area and posts it on Hoshar Mumbai.



She tells him about the app that brings people together by providing a platform for a common cause of making their city better. In the app they can set tasks. Complete tasks and win points while helping everyone become better citizens. He is asked to sign up and register for the task that she just put up.



It is a team challenge, he signs up and sees people who sign up too. Over the next few days they gather together and clean up the space. Manash got points for his volunteering work and successful mission to make mumbai better

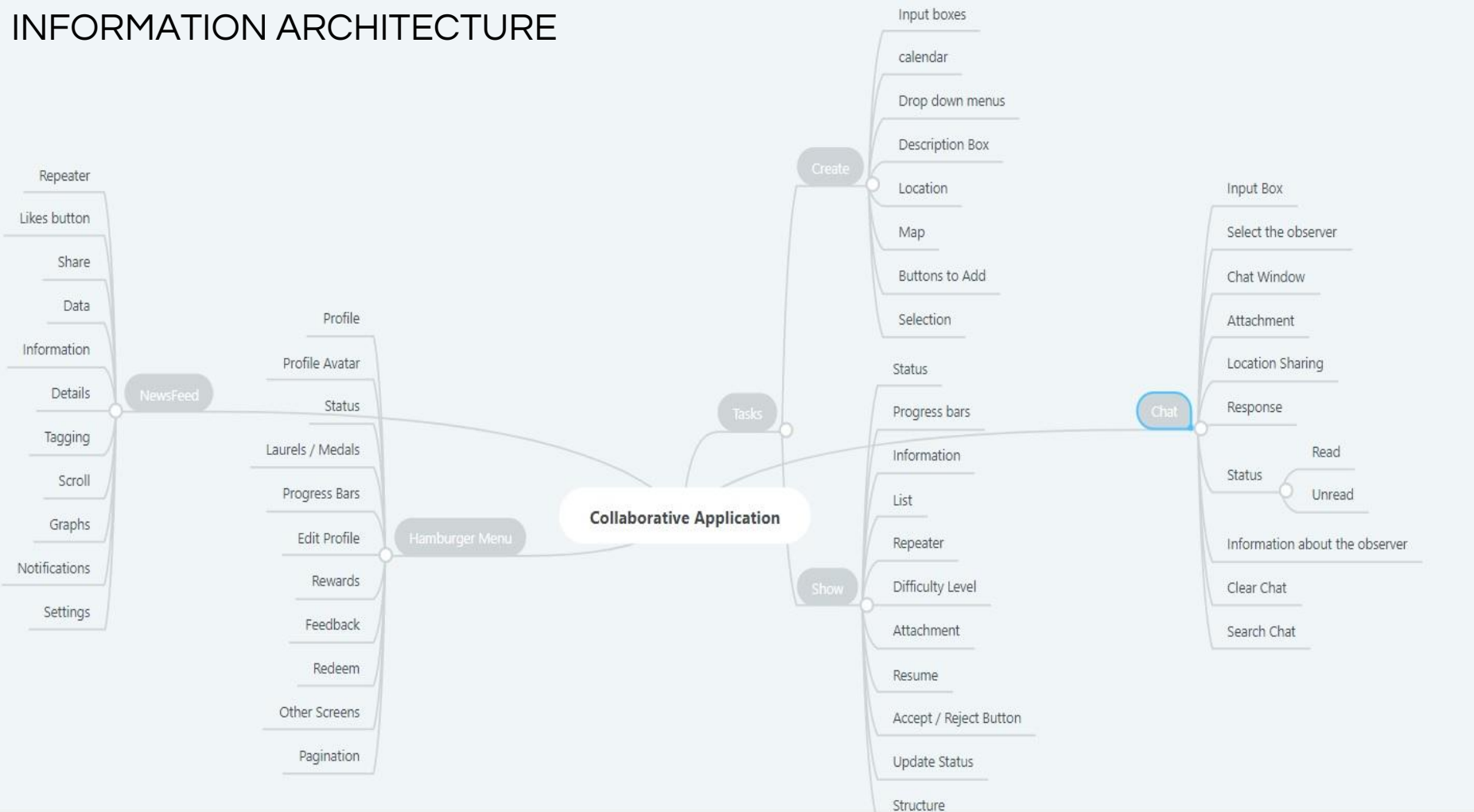




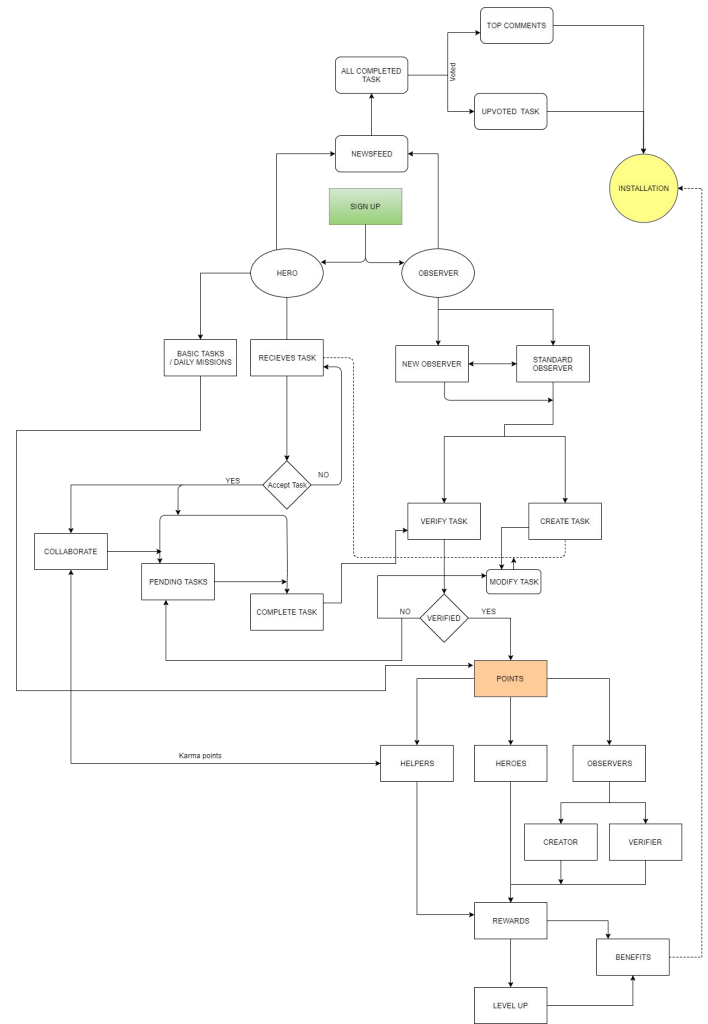
Hoshar  
MUMBAI



# INFORMATION ARCHITECTURE



# INFORMATION FLOW



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# REFERENCES

About People of Mumbai

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About Geopolitical state of Mumbai

<http://www.encyclopedia.com/places/asia/indian-political-geography/mumbai>

Mumbai's ethnicity

<http://indiapopulation2017.in/population-of-mumbai-2017.html>

First page illustration

<https://www.behance.net/gallery/38464667/Mumbai-Jam-Identity-Illustrations>