



**PROJECT MUMBAI.org**

*People. Purpose. Positive Change.*



**1**

**YEAR  
ANNIVERSARY**

**MyCity**

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## THE SMILING SCHOOLS PROJECT



**T**aking care of our mental health is a continuous effort. When we start as early as school we build awareness and coping tools to manage life's challenges. Through The Smiling Schools Project, which is the flagship mental health initiative of Project Mumbai, we aim to sensitise young lives about mental and emotional well-being and also provide them with effective coping strategies to enhance their resilience.

In the first year alone, our program has been launched across 275 Municipal schools of Mumbai and Thane benefitting thousands of adolescents.



Teachers and students of the MCGM participating in the needs assessment activity for the Smiling Schools Project

## People. Purpose. Positive Change.



Project Mumbai is one year old.

When Project Mumbai took its first few tender steps this time last year, this—People, Purpose, Positive Change—was our stated mission and vision.

When we took our baby steps, we were very clear what project Mumbai should be doing--our Purpose. That People should remain our focus.

And that the intended impact should be a positive change.

In all these months, our commitment and resolve in being there for people—citizens—young and old, has only grown stronger—and

proven through action.

There is now more purpose in our strides, determination in our actions and a proven experience through the initiatives we have implemented resulting in a transformation.

Social Transformation yes, but, through initiatives of Scale. Impacting masses.

This remains our benchmark every time we set ourselves a task, took-up a cause or launched a new initiative.

Be it the Hospital Navigation Project for Municipal Hospital—the pilot project is inching closer to completion at Sion (LTMG) Hospital in Mumbai (LTMG alone records 20 lakh-plus footfalls annually). We have committed to building a similar Navigation system for three more equally massive Hospitals, once the LTMG project is completed.

Our flagship Mental Health initiative--The Smiling Schools Project—got launched in September. In the Municipal Corporation of Greater Mumbai (MCGM) alone, our effort will benefit over 3 lakh children across 1200 schools—arguably the single largest mental health and wellness initiative by any Municipal Corporation in the country. In the first year itself, we have touched over 150 schools.

Proud to say that within the first two months alone, we also were successful in scaling up the initiative to 125 schools under the Thane Municipal Corporation (TMC).

Coming up next—all the schools across the Municipal Corporations in the MMR.

Here, I would like to compliment the entire teaching and administrative staff of the MCGM and of course all our collaboration partners for their support, making a gigantic task look so simple.

While erasing the stigma around mental health has been one battle, so has our war against single-use plastic. We take pride that our award-winning initiative, the Mumbai Plastic Recycloth on in 2018 and the Mumbai Plastic Recycloth on—Ek Baar Phir in 2019, has seen over two Hundred and fifty thousand people of Mumbai, Thane and Navi Mumbai donate their plastic, for a cleaner world. This initiative will be championed at a sustained level.

We have kind-of pioneered the waste-to-wealth effort for community amenities. Walking the talk, we have also pledged to go zero-plastic, leading the change by signing a Green pact with the European Union.

There is something else that we are proud of. Getting institutions and people together for a cause-Community volunteering. We are grateful to the scores of citizens, institutions and causes,

fellow travellers who have given us company and inspiration in the last 12 months.

Our initiative, Volunteer@projectmumbai.org has seen hundreds of thousands assist us when we initiated Jallosch-Clean Coasts, our collaborative project to protect MMR's water bodies.

Everyone who volunteered went back with an experience. A story. And a resolve for a better Mumbai.

Beginning now, Project Mumbai takes this opportunity to announce its Volunteer-for-a-cause program. Our resolve to play the role of key catalyst for anyone who wishes to volunteer for our city.

In our role as Public-Private-People participation connectors, we are also keen that Urban Governance is not neglected.

Our project, Shambhar Takke Shaaai-Mission 2022, which aims to facilitate voter registration and education, as close to 100 per cent in the next three years, has been one firm step in this direction.

As we look back, we are proud of the work Project Mumbai has managed to accomplish in such a short span. Yet, every member of Team Project Mumbai believes that we are all capable of much more.

Yes, speaking of more, there are a few accomplishments which, for want of space, I have left out in this note, but may find mention through images in the newsletter.

Mumbai 2.0, the defining conference which brought influencers of India in one room to draw up an action-plan for Mumbai and MMR, was also an initiative that we are as proud of.

Speaking of more, yes, there are several causes which we plan to take up and announce soon. Each of them, close to our heart. Because they impact your life.

Project Mumbai remains unique. Because we would like to remain collaborative.

Nothing that we have achieved could be possible had it not been for each one of you. Cliched? Yes, But so true.

The 200 plus corporate and Industry houses which have volunteered with us. The dozens of Non-Profit institutions that have collaborated with us. The lakhs of citizens who have participated in our initiatives lending their might to various causes. Or the innumerable show of hands which have walked with us in our every step, selflessly, relentlessly supporting us through ideas and energy.

We are also so very grateful that people have been our biggest outreach partners. Complimented by local, domestic and International news organisations generously writing about the work Project Mumbai has been undertaking towards social transformation.

Team Project Mumbai—its Advisory Board as well as the Executive team thanks each one of you. May your tribe increase.

As we at Project Mumbai, promising you all unconditional partnership in social transformation, would like to say—Mumbai Ke Liye, Kucchh Bhi Karega.

Happy One.

Ushering in a Healthier and more eventful Two.

**Shishir Joshi**

Founder and Chief Executive Officer

Project Mumbai



# JOURNEY TO DATE



Birth of Project Mumbai

Sept'18

Project Mumbai, as a Public Trust came to life through conversations among like minded people like you and me—with People remaining our Purpose and Positive Change to their lives being the intended outcome. We got our registration from the Charity Commissioner in the last week of September 2018.

The Journey continues.....we already have a long list of initiatives lined up in the first quarter of 2020.

Watch this space for more...



Dec'19

Launched the once-a-month plastic drive, under the Mumbai Plastic Recyclothon, in November followed by the second monthly drive in December.



Oct'19



In September, the flagship Healthcare project, The Smiling Schools, impacting 3 lakh children across 1200 BMC schools got launched.

Mumbai 2.0

Dec'18



Oct'18

In October 2018, we launched our first initiative, The Mumbai Plastic Recyclothon—to reduce—reuse and recycle plastic waste. An infant organisation had earned the support of over 85,000 citizens.

In December, we took upon ourselves to draw up an action agenda for Mumbai and the MMR—bringing together influencers of the country for the implementation of a time bound implementation plan.

Jan'19

The first quarter of 2019 was about action and incentives. Project Mumbai received the RISE Idobro award for its contribution to social development as well as the iVolunteer Hero of the Year award 2019.



Idobro RISE Global Citizen Award



iVolunteer 2019

Feb'19

Collaborations being the key—and Environment being another important space of engagement, Project Mumbai in June launched the first of its kind initiative to protect Mumbai and MMRs water bodies. Jallosh-Clean Coasts. The clean up at Beaches, rivers and Mangrove locations yielded close to 20,000 kg of plastic waste. 5000 people, 12 water bodies and multiple organisations.



Under the Governance and Citizenship vertical, launched the first phase of the three -year Shambhar Takke Shaai, a voting awareness initiative with the State Election Commission.



June'19



We also signed the Green Pledge with the European Union, as part of the Lead the Change initiative for zero consumption of Plastic.

Mar'19

In March, started work on a unique Navigation system for Municipal Hospitals of Mumbai, details of which can be seen on our website.



Municipal Hospital Navigation Project

May'19

Mumbai is in dire need to decongest its roads. The Mumbai parking Authority, under the MCGM was set up and, among the few, Project Mumbai was invited to join the team of civic society representatives as Advisory Board Members.







Phase One for Governance-Housing Societies, Corporates and College students partnered with Project Mumbai's three year initiative-Shambhar Takke Shaa-Mission 2022, to facilitate voter registration across Mumbai.



Principals and Teachers of Municipal Schools in Thane, participate in the Smiling Schools Project, as catalysts of mental wellness change, among school Children.



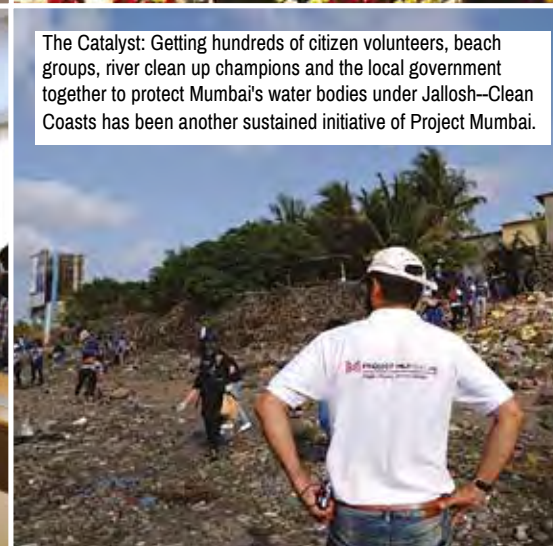
Pictures three and four: We Inspire: Wonder who has inspired whom but, donors across age groups helped reduce single use plastic from Mumbai, supporting Project Mumbai's Recyclothon for a cause.



Health is Wealth: Project Mumbai's flagship healthcare initiative-The Smiling Schools Project, a mental wellness program impacting lakhs of children, was an outcome of this MOU, signed with the Government of Maharashtra in February 2019.



Project Mumbai is also part of the proposed Mumbai Parking Authority, a unique initiative under MCGM to help decongest Mumbai's roads.



The Catalyst: Getting hundreds of citizen volunteers, beach groups, river clean up champions and the local government together to protect Mumbai's water bodies under Jallos-Clean Coasts has been another sustained initiative of Project Mumbai.



Mumbai's beaches need tourists but they also need volunteers: Project Mumbai's Jallos Clean Coasts brought young champions to become clean up ambassadors across beaches.



Can every Mumbaikar Volunteer? Project Mumbai thanks the scores of people-across age groups who have taken the big step and volunteered for a city cause. You can too, by writing to volunteer@projectmumbai.org



Action-oriented Project: Mumbai 2.0 in December 2018, paved the way for a time-bound plan for What Mumbai (kar) needs. Hosted by Project Mumbai in partnership with the Government of Maharashtra, one of the sessions captured in this picture has Municipal Commissioner and Additional Chief Secretary Praveen Pardeshi, in deep conversation with moderator and eminent banker Uday Kotak, KKR's Sanjay Nayar, JPMC's Kalpana Morparia and Ravi Raheja.



Every Indian must volunteer: Project Mumbai's initiative to get citizens to volunteer for a cause—in this case, the Plastic Recyclothon, earned it the Volunteer Hero of 2019, from iVolunteer.org.



Corporate citizens have always stepped out of their cozy work stations in large numbers, responding to Project Mumbai's call to action when the city cries for help. This is one of many such instances.



Helping you navigate, patiently: Project Mumbai's app-based and physical signage Hospital Navigation initiative is set to pilot in LTMG (Sion) Hospital and will benefit close to 20 lakh patients who visit the massive premises, annually.



Always for a cause: IdoBro bestowed Project Mumbai with the RISE award for its contribution to India's social development in early 2019.



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The Mental wellness review meeting with Facilitators is now an integral part of the process, where implementation partners of The Smiling School Project exchange notes with team Project Mumbai and discuss the way forward.



I am a Parent first—Actor Shah Rukh Khan took time out to help Project Mumbai's initiative to build an action plan for the MMR, through Mumbai 2.0, in December 2018.



Plastic plastic everywhere, and no clean air to breathe—we remain relentless in our campaign for a cleaner, better environment for Mumbai and MMR in partnership with the most important stakeholder—the citizens.







# THE SMILING SCHOOLS PROJECT

## AN INITIATIVE BY PROJECT MUMBAI IN COLLABORATION WITH THE MCGM



Panelists engaged in addressing "Challenges in School Mental Health-Gaps and Solutions", during a panel discussion on the sidelines of the Smiling Schools Project inauguration. From left: Fr. Godfrey D'Sa (Director, Prafula), Dr. Chetna Duggal (TISS), Shishir Joshi (Founder and CEO, Project Mumbai), Dr. Henal Shah (Nair Hospital) and Meera Kothari (CEO, GAET Counselling Centre).

We are a not-for-profit institution engaged in improving the quality of life of people in Mumbai and the MMR. Healthcare, Environment, Governance, Mobility, safety and Security are joust some of the verticals we aim at creating social transformation, through initiatives of scale.

In February, 2019, Project Mumbai signed an MoU with the government of Maharashtra, to create a mental wellness curriculum for adolescents, parents and educators, thus giving birth to the Smiling Schools Project. This is a never-before effort.

Research shows that a negative school environment has adverse effects on student attendance. Moreover, it severely undermines students' capacity to learn and dramatically increases the likelihood that they will develop significant psychosocial problems over time. On the contrary, students receiving support from their teachers and peers are likely to have positive self-esteem and fewer depressive symptoms. Thus, the school environment is a major contributing factor to student mental well-being. In India, there is a lot of stigma and misinformation about mental health. Further, one in every five Indians lives with



clinical depression, which has been found to have an onset as early as pre-adolescence.

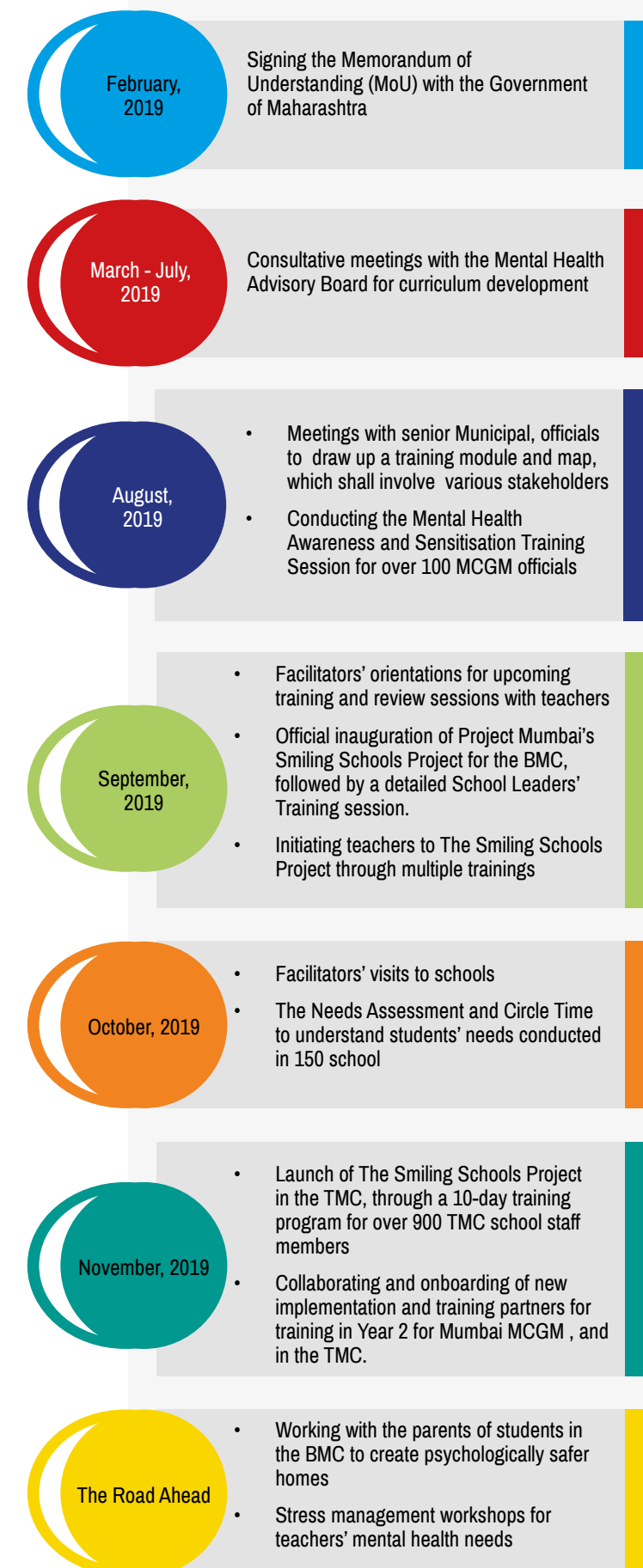
Although in recent years, there has been a growing realisation of the urgent need to substantially introduce mental health education in educational institutions at all levels, Indian schools have programs that pause at life skills which covers topics like communication, interpersonal relationships and career awareness. While these programs benefit students, there is very little done to begin a dialogue on mental illness and well-being, self-care of students and whom they can go to for further support, possibly intensifying the extant stigma.

The Project Mumbai Team believes that appropriate Mental Health Education could end this stigma, sensitise school stakeholders about mental illness prevention and coping, and highlight the importance of participation of the entire community in creating physically and mentally safer schools. With this as its basis, the five-year Smiling Schools Project aims to advocate for a safe learning environment for all students, through awareness creation and capacity building among all school stakeholders - including principals, teachers, students, parents, and school counsellors - to respond to mental health challenges.

In its first year of implementation, the Smiling Schools Project has reached out to 150 schools in the Brihanmumbai Municipal Corporation and 125 schools in the Thane Municipal Corporation, close to 1500 teaching staff, 15,000 students, 15,000 parents and approximately 60 counsellors. By the end of its course, the Project will have covered approximately 1200 schools, and over 2 lakh students, parents, and staff members, thoroughly covering topics such as bullying, teacher-student relationships and peer relationships, happiness and wellbeing, stress and coping, emotional regulation, and self-care. This project will employ a 'train-the-trainer' model, wherein facilitators from partner organisations will receive training from Project Mumbai Mental Health staff on a set curriculum that has been approved by a distinguished Advisory Board, who will in turn educate school stakeholders through monthly training and review meetings held in the schools.

Our current Training and Implementation Partners include Apni Shala, Institute for Exceptional Children (IEC), and Prafula. Such a collaboration will ensure commitment to the cause of mental health and wellness from the very best in the field of education, health and governance.

### The Smiling Schools Project - Milestones





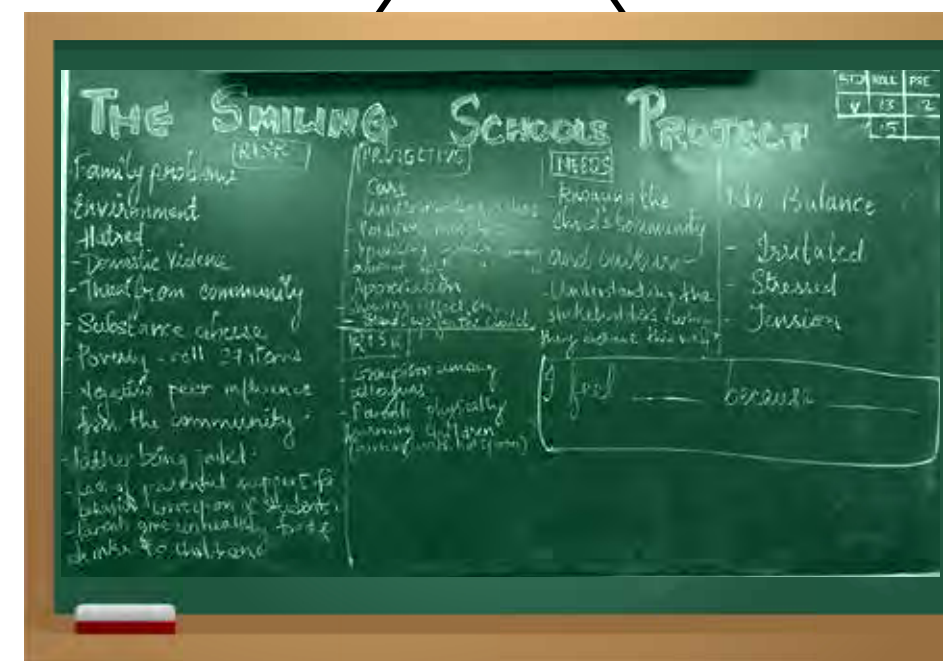


MCGM Commissioner Mr. Praveen Pardeshi accepting a token of appreciation from Joint Commissioner Ashutosh Salil and MCGM Education Officer, Mr. Mahesh Palkar.



School Students standing at attention to welcome MCGM Commissioner Mr. Praveen Pardeshi

## TEACHERS' TRAINING



Enthusiastic participation from teachers during The Smiling Schools Project teachers' training that focused on creating a psychologically safe school environment.



## TESTIMONIALS

We, at Apni Shala, are incredibly excited to be part of the Smiling Schools Project. We have been working with MCGM schools in L and M-west wards to implement a whole-school Social Emotional Learning (SEL) programme for past 6 years. Smiling Schools will indeed take this effort to the next level by including over 150 MCGM schools in the very first year. Through our work on-ground in these years, we recognise that the need of this work is immense and working together is the only way out. We are so grateful for this collaborative and for Project Mumbai to take a lead on this. Looking forward to our journey together!

**Rohit Kumar, CEO Apni Shala**

The Smiling Schools Project initiated by Project Mumbai is a one-of-a-kind initiative in the country. It tries to bridge the gap between the low-income group students and mental health wellness with the help of the incredibly amazing BMC teachers who are nothing less than superheroes. Glad to be associated with the smiling schools project. It is a great learning experience.

**Pritha Saha, Counselling Psychologist- Facilitator for The Smiling Schools Project**

We feel so fortunate to be a part of this first-of-its-kind initiative to provide mental health counselling to civic school students initiated by Project Mumbai. The teaching module was well-planned and easy to present.

It was an eye-opener for us on the municipal school system and the obstacles and problems faced by the teachers and their students.

The teachers thoroughly enjoyed the session and were looking forward to working with the facilitators on the Smiling Schools Project.

**Kimberly Lobo, Counselling Psychologist- Facilitator for The Smiling Schools Project.**

Merely learning to read and write is not the objective of school education. Children must also learn to deal with their emotions effectively, make proper decisions, learn to make friends and communicate appropriately. We want our children to become resilient and remain steadfast in the face of life's adversities. We also want to create a society where there is understanding and harmony.

To this end, the initiative taken by Project Mumbai 2.0 in introducing The Smiling Schools in 150 BMC Schools across Mumbai is indeed very commendable. For the first time, a comprehensive mental program is taken to children and they are made aware of their emotions and taught effective ways of handling them.

Prafulta, a Don Bosco Psychological Services Center, is very happy to be associated in The Smiling Schools project. Our Counsellors are involved in training teachers from BMC Schools who in turn will take sessions for children on emotional growth and development in their own schools.

This wonderful initiative will eventually grow and reach out to 1200 BMC Schools across Mumbai. Over time, it will definitely contribute towards building a more harmonious, peaceful and happy society.

**Fr. Godfrey D'sa/ Founder and Director, Prafulta Counselling Centre, Andheri**





## DR KERSI CHAVDA ON MENTAL HEALTH



**Dr. Kersi Chavda**  
Consultant Psychiatrist, P.D.  
Hinduja National Hospital  
and Hon. Advisory Board  
Member, Project Mumbai's  
Mental Health initiatives.

**M**ental health disorders account for 15% of the total global burden of diseases. According to the WHO, India, just by virtue of its huge population, has a large number of citizens suffering from one kind of psychological disorder or another... from autism and intellectual disability in childhood, to depression, anxiety, substance abuse and psychoses, all the way to

dementia in old age.

In addition to the staggering numbers, there also is a problem with how mental health is dealt with in our country. There is a lack of awareness about psychological disorders, stigma associated with visiting a psychiatrist, lack of trained professionals, inadequate funding, and a very low priority given to mental disorders in the already inadequate Health Budgets of our governments.

Interventions in the form of medicine, psychological and supportive help, can make a huge difference. However, it is estimated that, for one reason or the other, about 80% of the population that needs help, does not seek it.

There is also a huge shortage of mental health care workers in India...something like 0.301 psychiatrists and 0.047 psychologists for every 1 lakh sufferers.

This leads to a vicious cycle of deterioration of the mental status, shame, suffering and isolation of the patient, and they are often subject to various kinds of physical abuse and aggression.

To end this stigma, there is a need to empower people who have mental health issues...to form networks of support...so no one feels alienated and alone. Moreover, in togetherness, these people would also found the courage and will to fight for their own rights...thus having a snowballing effect.

If steps are taken to train and sensitize the community/ society to deliver immediate mental healthcare interventions....the numbers of affected people will reduce. There is a need to make people aware of issues and solutions, and the availability of professional help....thus allowing them to live a life of dignity and happiness.

A huge number of psychiatric disorders start in childhood and adolescence. ...estimated to be about 1 in 10. Good mental health allows them to develop the

resilience to cope with whatever life throws at them.... and grow into well-rounded, healthy adults.

Alarmingly however, more than 80% of these are estimated not to have received any appropriate intervention at the right time...leading them to have major psychological issues as adults. The limitations of the number of trained doctors/ psychologists is not likely to change in the near future...hence it is imperative to find some alternative solution if possible.

There are often queries related to whether the child's behaviours are just a "stage of growing up"...or whether they are actually symptomatic of a mental health issue.

It is only a thorough evaluation that can help diagnose and treat this.

However...this evaluation will take place only if the caregiver concerned {parent/teacher/principal} is aware of the nuances of possible psychological issues and disorders, and does not consider it to be just a "he will grow out of it" phenomenon.

It is also very well researched that early treatments can help address Child's current difficulties, and prevent more serious problems in the future.

The BMC has tied up with NGO Project Mumbai to introduce counselling and the use of referral to counsellors and psychiatrists for teachers and principals of all BMC-run schools across the city. The school staff will be trained by certified counsellors ...basically to enable identification of students suffering from depression or other mental health issues. The estimated number: 1200 civic run schools and more than 3 lakh adolescents over five years....from Std 5 to 8. This programme has been named "The Smiling Schools Project", and hopefully will also make a difference to cope with their own issues at home and work.

The initiative will empower kids to deal with stress, emotional upheaval, bullying, and hopefully enable early identification of those who need more specialised assistance. An emphasis will also be given to issues of safety for the child. It hopefully will also foster better teacher-student and peer relationships.

It is a no-brainer that untreated mental health issues in children and adolescents severely influence their development, educational attainments and potential to lead productive lives. This attempt, which is a collaborative one between The BMC, Project Mumbai, and a number of partners like Apni Shala, Institute for Exceptional Children, L&T, Prafulta, SIMHA and TFI.

The ultimate aim is that no child should be excluded from getting help due to lack of monetary resources.

## SHAMBHAR TAKKE SHAAII: MISSION 2022



**V**oting is a Constitutional Right of all citizens over 18 years of age in India. Unfortunately, many among us, for some or the other reason abstain from voting. It is even more unfortunate that there are scores of people who are not even registered voters, making them automatically ineligible to vote. Voting is as much a responsibility as it is a right. The whole edifice of Indian democracy is built on the foundation of voting. If citizens are not careful about casting their vote—or worse, skip their vote altogether—it will jeopardize the existence of our democratic Republic.

At present the major challenges faced by the citizens' point of view haven been the huge gap between the population which is eligible to vote and the actual registered voters, and secondly, the low voter turnout.

As per the reports of the Election Commission of India (ECI) of 2014, nearly 20% of India's population was either nearing voting age or have gained adult

enfranchisement. The ECI's study of voter registration in Maharashtra, found that the voter registration gap among youth voters (aged 18-19) is at 61.62%. The reasons like lack of awareness or lack of motivation to enrol as soon as they turn 18 were cited by the ECI (ECI, 2014) (Monk Prayogshala, 2018).

In order to increase voter registration, voter turnout and ethical voting for making democracy more vibrant at the gross root level, Project Mumbai has signed an MoU with the state election commission to run its initiative named Shambhar Takke Shaai (STS) over the Mumbai Metropolitan region. Project Mumbai shall undertake various activities for Awareness Generation amongst the voters in urban local bodies with the help of Corporate Houses, Industry Associations, Voluntary Institutions, Educational Institutions, etc.

The purpose was to promote public awareness regarding voting and touch the cord with all education



## The Volunteer Training



The camps for Voter Registration were organized across few of our Offices and Societies with over 160 people having participated in this drive. This initiative was appreciated by the employees and residents. The camps were nicely organized and process of registration was easy. The volunteers of Project Mumbai were well informed and they efficiently managed the registration process despite the website being slow.

**Mr. Anup Verma, Kalpataru:  
Shambhar Takke Shaaii  
Mission 2022**

institutes, housing societies and corporates in Mumbai. At the same time reach out to 100% registration of young voters in all the education Institutes and major corporates of Mumbai

This drive received its biggest support from the University of Mumbai and its NSS wing to create a pool of volunteers for implementing the project. The other support partners that came on board for the implementation being the Rotary Clubs of Mumbai, The Hindustan Times and championed the outreach

through print media and Red FM became the voice of project.

Being a three year project the first phase of this initiative starting from August 2019 to September 2019 for voter registration drives were organized across college and corporate campuses in Mumbai. A day training workshop was organized by project Mumbai for the NSS Volunteers were in the National Service Scheme (NSS) volunteers were trained by SEC on the process for registration.



Drive at Colleges and Corporates

The training received huge participation from almost 150 NSS volunteers from 40 colleges across Mumbai. These volunteers from each of the NSS unit in Mumbai trained by the State Election Commission (SEC) became the Voting Ambassadors who conducted the registration drives across select corporates and Colleges.

Around 1700 plus students from different colleges who had just turned 18, were the beneficiaries from the drives run in colleges over a period of one month.

In addition to this, the drive was conducted across 10 corporate houses / organizations like Morgan Stanley, Kalpataru, K Raheja, JP Morgan, to name a few. Also the migrant support staff, including the security and housekeeping staff were direct beneficiaries of the drive.

This being a three year project, Project Mumbai shall launch the second phase after the State Elections with intent to cover and complete the colleges and corporate campuses across the Mumbai Metropolitan Region.



# THE MUMBAI PLASTIC RECYCLOTHON

## EK BAAR PHIR-2019



In 2018, shortly after we launched Project Mumbai, one of our first initiatives was the Mumbai Plastic Recyclothon.

A campaign to reduce, if possible reuse and most surely recycle plastic.

It was an experiment in action, behavioural change and creating a sense of ownership among people of Mumbai to be aware of the rather invisible drastic impact plastic was causing to our environment and ecosystem.

The campaign was hugely successful. And while there is no doubt that team Project Mumbai left no stone unturned in ensuring every Mumbaikar donates, the credit goes to the people of Mumbai, 85,000 in all, who supported us.

So, it was but obvious that we at team Project Mumbai chose to recreate the magic. This time, called it The Mumbai Plastic recyclothon—Ek Baar Phir, which loosely translated means, we are back again.

Now an award-winning project, this has emerged as one of the **largest Public- Private-People Partnerships for a cause.**

The Plastic Recyclothon: Ek Baar Phir is specifically an initiative to inculcate a **positive behavioural change** in terms of reducing plastic waste from our daily use.

This time, in 2019, we were [particularly delighted

to have the support of HDFC as our Principal partner in this Public Service Initiative. In other roles, Shakti Plastic Industries came on board as our recycling partner while BigFM, the radio network, ensure that every body was tuned in.

This being a sustained initiative, HDFC will be our full-time exclusive Principal partner for this initiative for the entire year.



### Touching lives and collaborating.

This time, taking a huge leap from the previous recyclothon, around 84 housing societies, 48 business establishment and corporates, 23 schools and 300 individual families those who got registered with us had a door to door pick that was facilitated by Project Mumbai. We were privileged to have an army of **around 150 student and individuals who volunteered** and worked on ground with the Project Mumbai team for the entire week spending around 6-8 hours in the heat collecting plastic from the participants.

(Trust us, it is not an easy task at all but the ones who earned the maximum support, cheers and blessings were our dear team of volunteers. Thank you once again)

The overwhelming response this year also saw an overwhelmingly large number of **young ambassadors of “No plastic”**. Children across geographies donated plastic, representing schools, supporting the drive with acts and songs.

**Process:** In September, 2019, Project Mumbai created the base registration system on its website. At a parallel level, an outreach mechanism through social media, newspapers and radio was created to make people aware that if they registered on the website, before September 27, they could avail of a free plastic pick-up.

People could volunteer as Individuals, families, Housing Societies, Schools/Colleges, Corporate Houses or Voluntary Institutions. They were expected to put in their details, a point of contact, a choice of date for the pick-up (Between October 2 to October 8).

From September 27 to October 1, the data collation began. The Transport suppliers were fixed. The conversation with the Recyclers was firmed up and the process of collection finalised. Based on the choice of pick up dates, WhatsApp groups were formed basis the routes that would be taken. Project Mumbai team scheduled around 100 pick-ups per day forming route maps and WhatsApp groups for the coordination with almost 2000 plus participants each day.

Also, the participants were facilitated with “I am here” app where a separate circle for Project Mumbai was created to facilitate the live tracking of the trucks collecting plastic for various route scheduled for each day

The creative team of BigFM also organised a 2 weeks campaign through its media outreach program connecting with the citizens on **first behavioural change and sensitising the concern on recycling plastic** and later spreading the voice to people for registration and collaboration in one of the biggest Plastic collection drive.

**Recycler partners:** Project Mumbai team built a close coordination with the recyclers that provided the logistics for the collection drive and ensured timely reach and closing of collection for each day. Each day 8 routes were planned covering almost 500 700 km every day for the plastic collection. Despite challenges we ensured an almost 100 % door to door pick up with minimal complaint.

(On this note, apologies once again for those who faced inconvenience or hardship due to us).

### Tera Plastic Hamara Cloth Bag

This year as a token of appreciation to those who donated their plastic waste, Project Mumbai gifted every individual donor with a neatly stitched cloth bag, to ensure that the next time they step out, they can readily say no to plastic. The bags can easily fit into your main bag or your scooter seat.

### The Response and Impact

This year with the huge response, the Plastic recyclothon witnessed around 3000 Individuals, 38000 participants from Business establishments, 30,000 school children/ teachers and more than 60,000 peoples across housing societies in Mumbai Thane and Navi Mumbai participating in the drive to build this as one of its biggest in MMR.

A total of **122,265 people of Mumbai** (school children, young and old, corporate citizens, Housing societies and Institutions) came forward and donated their plastic, and also pledged and wished to continue the same on a monthly basis. This year the plastic recyclothon has been the largest collaborative activity with like-minded organisations and people who wish bring in change and vouched for environment protection.

Project Mumbai has chosen a unique action-oriented manner of building people's belief into what and how plastic can be recycled. **Building trust through recycling.**

What was hugely appreciable was the amount of plastic waste that was generated. At last count, generated close to 3,000 kilograms of Plastic waste which will get recycled into city amenities. Our next newsletter will have more details.

There were large Housing Societies (Goregaon east Pandurang wadi had 96 buildings support us), the Lokmanya Sewa Sangh Vile Parle had close to 60 buildings support us.

Similarly, schools, colleges and corporate institutions came on board as well. Each of them had three things to say. What a wonderful initiative. The volunteers have done a fantastic job and the team effort is commendable. Can we have this initiative round the year. (Yes, we have said to them. We shall stand by our commitment).

Project Mumbai and the Mumbai Plastic Recyclothon-Ek Baar Phir also received tremendous support from all forms of media, which wrote about the initiative. We



were also specifically mentioned in the Better India, a social media platform which reports on good things taking place in India.

Doordarshan profiled this initiative, as part of good news in India and so is the American network, PBS, which came to India to do stories on unusual

happenings but positive. So did Mashable, the social media platform which took this initiative viral.

Thank you Mumbai for the overwhelming response to our environment call to action. Thank you MCGM for your support too.

## OTHER ACTIVITIES UNDER PLASTIC RECYCLOTHON

*How do we excite children into donating plastic?  
What could be better than create a contest?*

Since the Recyclothon was planned around Dussehra, the festival of the victory of good over evil we created the Daanav contest for children. Urging children to create installations with a theme, but, entirely out of plastic.



Schools and young children created the plastic monster and submitted the entries to project Mumbai and, wow, did the creative juices flow.

The Children's Academy, Malad, Mumbai walked away with the best installation.

Their installation was a **life-size Dolphin made out of Plastic bottles**. The entire installation was a creative contribution of students, teachers, parents and of course supported by the Principal of the school.

Team Children's Academy Malad walked away with a special Citation and cash Prize for their effort, presented by Project Mumbai.



## FEW HAPPY FACES AND MANY MORE...

i volunteered for Project Mumbai because i wanted to do something for my environment and make it better Everyone should take part in such initiatives and support Project Mumbai. I had an amazing experience while volunteering for this drive also i had a support from you all. Actually drives like these should take place once or twice a month or once a month because that collects all the waste and we can recycle it effectively. THANK YOU FOR THIS CHANCE AND I HOPE THAT YOU GUYS INVITE ME FOR THE NEXT ONE.

Apurvash Bhangale





# volunteer@projectmumbai.org

We at project Mumbai have always believed that Mumbai is a city which Gives.

Which is why most of our initiatives are enablers to people who can volunteer as well.

Project Mumbai has been blessed with citizens across geographies, age and skillsets, GIVING their time and energy for a cause--here is a glimpse of how some of the hundreds who have joined our army of volunteers-felt.



Few people actually step out to vote and this has been consistent across elections in Maharashtra and Mumbai.

I have often discussed this issue with my friends and colleagues. The STS initiative of Project Mumbai gave me that opportunity and be the part of this change and I loved seeing people line up to register as voters.

**Hritik Duwani**  
Mithibai College



Hi this is Bhakti. I am a practicing CA. I came across this initiative of Project Mumbai through insta and i decided to volunteer.

The experience was good in terms of seeing the effort people making to reduce the plastic accumulated at their homes and offices to put it to a better use..Its a good initiative by Project Mumbai to recycle the plastic into benches. This is a small initiative compared to the tons of plastic waste being dumped into landfills and oceans...So some might think that ek ke karne se kya fark padta hai...But ek ek ke karne se fark padta hai and ye do sentence me sirf ek ka fark hai...So definitely fark padta hai..Big cheers to Team Project Mumbai and looking to be a part of such drives in future with more participation and more reach...!!

**Bhakti Aiya /Volunteered for the Plastic Recyclothon**



Participating in the Voter registration drive helped me understand how so many people of voting age go unregistered

thus making me feel a sense of responsibility towards the society, to do my best to persuade them and make them understand the need for it. Further, it developed some amount of patience in me to deal effectively with people and sites and to keep my cool. Lastly this initiative made me feel better about myself and satisfied as I feel I'm doing something for the society.

**Vidha Prabhat, KC College**  
(Volunteered for Shambhar Takke Shaaii)



Everyone in our society just complains about the policies, rules, schemes and other

decisions made by the government, but there are large number of people in our society who doesn't cast their vote, which is the basic right of citizen of India. I believe every responsible citizen should cast their vote for the betterment of the nation and for this voter card is mandatory therefore I volunteered for these voter registration drive along with Project Mumbai which came up with such a nice initiative

**Yogesh Mishra, Vidyalankar Institute of Technology**



Volunteering with and for Project Mumbai was a proud moment as well as fun.

I engaged in volunteering because I always wanted to do something for our Earth no matter what it is,collecting plastic and recycling it was the best thing anyone can do this will help ourselves a lot now and in future.

I absolutely loved the concept from Project Mumbai.

I loved the experience of going to different places and talking to people who are so positive and want to make our world a better place by helping Project Mumbai to collect plastic for Recycle.

It is a very productive drive because it is helping us to make sure that we play a role in saving our Mother Earth,also it is very easy to participate in this drive.

I am a student,studying is Third Year Business Management Studies,and I also take tuitions and I have informed all of my students about Project Mumbai and it's drive and I'll make sure even they join in for it.

**Harshada Sawant**

If you wish to volunteer for a cause, drop in a line--

**volunteer@projectmumbai.org**

Be a part of an award-winning social initiative.

## SEAMLESS NAVIGATION AT CIVIC HOSPITALS



Sion Hospital, as a part of Project Mumbai's Seamless Navigation at Civic Hospitals initiative, is going to get much needed signages to facilitate visitors inside the massive hospital's premises. Project Mumbai has joined hands with Directorate of Medical Education, Maharashtra to create better wayfinding systems inside four civic body and state run hospitals, namely, King Edward Memorial Hospital (KEM.), Sir JJ College and Hospital, Nair Hospital and Sion Hospital (LTMG.).

Sion hospital caters to 20 Lakh patients annum and 2 million outstation patients everyday with people of different dialects and cultural backgrounds coming in. A multilingual APP that can assist in locating buildings and centres is being developed by JP Morgan, a private sector entity with strong presence in Mumbai. GreySell.in, a marketing firm has come on board to provide well researched and effective designs for signages, that will be installed in the hospital. We thank the committee from Sion Hospital and the Dean for co-operating in the project.

At present the signages for the OPD building have been approved and soon the production and installation shall be done. Also the JP Morgan is almost close on completing the app for the hospital that is the first step to seamless navigation tool.

Calling out for potential funders to help us carry out this mammoth but critical task. Let's move forward to the days where a trip to a government hospital is no longer stressful!



Lokmanya Tilak Municipal Medical College & General Hospital, popularly known as Sion Hospital is a tertiary care hospital visited daily by thousands of patients and their relatives. There are numerous departments in different buildings scattered over a large area. As such, it can be overwhelming to navigate through the hospital premises. We realized that there was an urgent need to address this problem. It was very thoughtful of Project Mumbai to share our concern and come forward to bring about a positive change. Project Mumbai has been actively involved in 'Sion Hospital Navigation Project' to develop a new Signage system including an app for navigating through Sion Hospital. Because of their tireless efforts the project is nearing completion and is soon expected to improve patient care at Sion Hospital. I thank Project Mumbai for partnering with Lokmanya Tilak Municipal Medical College & General Hospital for 'Sion Hospital Navigation Project'. The project would definitely prove to be a model of good signage systems in public hospital.

**Dr Mohan Joshi, Dean,**  
LTMMC & GH, Sion,  
Mumbai - 22.



# LET'S COLLABORATE!

## MUMBAI NEEDS YOU



### CORPORATE VOLUNTEERING FOR A CAUSE

Are you a Corporate House/Corporate Citizen with some fire in your belly? Do you feel for your city? Strong enough to call it MY CITY? Here is your chance. A call to action for Corporate citizens to volunteer for a cause. As a team. Be it Protecting water bodies, being trained in Civic Problem Solving, Fire Safety methods, Better City Governance, Maintaining Green covers or any larger cause. There is a cause waiting to be championed. You could be that champion. Write to us at [volunteer@projectmumbai.org](mailto:volunteer@projectmumbai.org)

### JOIN THE PROJECT MUMBAI TEAM AND BE A CHANGE MAKER

Our initiatives are aimed at improving the quality of life for Mumbaiers. Help us in our endeavour by contributing your time or volunteering with your skills.

Write to us at

[info@projectmumbai.org](mailto:info@projectmumbai.org)

Subject: Volunteering4ProjectMumbai

Along with your details, please include a brief note on your area of interest and the amount of time you can devote to a particular cause.

### DONATE FOR A CAUSE

Project Mumbai is relentlessly working on initiatives that impact citizens' lives. We have been fortunate to get pro bono support from individuals and experts from time to time. But some of the services are expensive, some projects require funding and there are costs to be met. We would be happy to have you on board as a donor partner. You can choose a cause we are working on, a project we are associated with or donate to the Project Mumbai Corpus Fund which will get appropriately utilised. Our projects do fall under the CSR Category too. We also assure complete transparency in all financial transactions and use of resources.

The Project Mumbai bank details are mentioned below:

*Project Mumbai*

*Axis Bank Ltd, Andheri West*

*Account No. 918020096611456*

*IFSC: UTIB0000740*

*Send us a text about your donation with your name, address and PAN to telephone no: +91-9653330712*

*You could also call us on: 022-26704021*

### SHARE A SOLUTION

If you see a city problem which you can solve, share it with us.

We will help take you to the right civic authority.

Write To Me:

[shishir@projectmumbai.org](mailto:shishir@projectmumbai.org)



[www.projectmumbai.org](http://www.projectmumbai.org)



[info@projectmumbai.org](mailto:info@projectmumbai.org)



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