



PROJECT MUMBAI.org

People. Purpose. Positive Change.



MyCity

Vol,4 Issue 02 , Nov, 2022



**YEAR
ANNIVERSARY**



WE ARE FOUR-LET'S DO MORE

1Cr +

**LIVES
IMPACTED**

2K +

**PEOPLE
INSPIRED**

100 +

**INITIATIVES
LAUNCHED**

200 +

**PARTNERS &
ASSOCIATES**

Project Mumbai is officially four-year-old.

And while each one of us in the Project Mumbai team has never shied away from being grateful for what you have helped us achieve, allow me once again to say, Thank you.

We got our certificates on September 28, 2018. And yes, just four days later, we had kicked off one of our first Public- Private people initiatives

--The Mumbai Plastic Recyclothon, which soon found a place in the national record books.

The plastic recycling initiative almost easily symbolises the Project Mumbai story. It started as a people's movement and continues to be so. It remains transparent in operation with the behaviour to change ingrained at its core. It is a simple-replicable-scalable model weighing heavily on impact. It has earned its place in the record books, a model of public-private people partnership. And it only continues to grow day by day.

As I begin writing to you, an entire community of 35 buildings in the eastern suburbs and another large housing society of 30 plus buildings in the Western suburbs have signed up for this movement in behaviour change.

Thanks to each one of you--our citizen volunteer champions--Project Mumbai too has been that and more.

When we started our journey, we did not imagine in our wildest dreams that we would reach thus far.

With you, our citizen volunteers as travel companions, we realize we can move mountains. Throughout this journey, people remained our purpose, and positive change in their lives was our intended outcome. Total transparency and ethics above all were what we strived for. Every day. Yes, these shall remain non-negotiable components.

To ensure a smile on the face of the last mile beneficiary--continues to be our impact barometer.

We take pride in being a GO-TO institution for every initiative that matters to people. A Jack of all and yet, a master in a few.

There's healthcare--especially mental health care for adolescents, and there is environment--be it engaging in the circular economy or Jallosh, another award-winning people-focused program, there is Samavesh which aims at making Mumbai inclusive (and we have chosen wheelchair basketball to popularise and sensitise communities). There's Naksha which focuses on mapping Mumbai's roads and creating a sense of ownership among citizens, there is AgniRakshak--training and creating fire safety champions

and Harita, which is not only tracking green spaces and gardens but also creating libraries in them. The list of citizen support interventions has never been finite.

We've worked with children, the elderly, those with families and many living alone too. Our teams have vaccinated the bedridden, those confined to mental health asylums who've never been visited by family in decades or travelled to overcrowded prisons as well.

We've provided meals to the bedridden, to people fleeing from homes during the pandemic, to medical staff working round the clock during the battle against COVID.

We've beautified roads to make the city look better and painted railway stations to salute COVID warriors.

We've reached out in healthcare, in equipment through helplines, through protective gear to citizens, the healthcare workers and our protectors in uniform.

It is a privilege to share with you that in the last four years, we at Project Mumbai have touched and impacted over One crore of lives.

An investment banker would break this number down to -- 25 lakh lives impacted every year--that's almost 21,000 lives every month, that's almost 7000 lives every day. 7000 lives every day for the last four years.

More than anything, what we feel proud of is that we have worked hard to transform the ME into a WE.

Project Mumbai remains a WE team. Each and every component of this WE deserve a note of gratitude and applause.

WE--the individual donors who have entrusted their faith in us for financial utilisation, WE--the unsung heroes who raised support through crowdfunding across geographies, WE--the Corporates who chose to work with Project Mumbai for its transparency, ethic and governance process and lastly, WE--the citizens--our champion volunteers across age groups who constitute the backbone of our hyper-local outreach network.

To all of you, WE at Project Mumbai dedicate all the accolades, citations and awards bestowed upon us. 16 of them no less. That's four every year, that's one every quarter. Be it the recognition from the United Nations in 2020, the iVolunteer Hero national award, the Nutrition Award, the Startup NGO of the Year, the IdoBro award for social transformation or the Green NGO of the year. What matters most is the trust that each one of you has invested in us.

As we turn four, it is this trust that we wear on our collars like a badge of honour.

And it is this trust that encourages and inspires us to be relentless in our journey of social transformation through initiatives of scale.

As we turn Four, we take this opportunity to say-- let us do more.

Stepping into our fifth, Project Mumbai is delighted to share with you a blueprint for Making Mumbai a city for all.

A city which is inclusive and more compassionate for the differently abled.

A city friendlier for the elderly.

A city digitally safer from the threats of cybercrime.

A city more financially literate.

A city resilient than before to withstand disasters.

A city for All.

A city which we can proudly address as India's Kindness Capital.

To all the fellow travellers thus far walking with us into our fifth year, and those who will join us along the way-- Thank you. Thank you very much.

Shishir Joshi

Chief Executive Officer and Co-Founder,
Project Mumbai



THE PROJECT MUMBAI AWARDS



2019

VOLUNTEER AWARDS
VOLUNTEER HERO WINNER



2019

LIMCA BOOK OF RECORDS



2020

VOLUNTEER AWARDS
LEADER IN VOLUNTEER
ENGAGEMENT FINALIST



2020

KETTO AWARDS
BEST START-UP NGO OF
THE YEAR



2020

MUNICIPAL CORPORATION OF
GREATER MUMBAI
COVID WARRIOR



2020-2021

MUNICIPAL
CORPORATION OF
GREATER MUMBAI
COVID HERO



2021

GLENMARK
FOUNDATION
URBAN CATEGORY
WINNER



2021

FREE PRESS JOURNAL
ANGEL OF MUMBAI



2021

OLIVE CROWN AWARDS
GREEN NGO OF THE YEAR



2021

NATIONAL UNION OF
JOURNALISTS,
MAHARASHTRA
GAURAV



IN THE NEWS

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Project Mumbai: How founder and CEO Shishir Joshi found the NGO with vision of making maximum city a better place to live, work, play

Online Bng | Updated: Saturday, March 26, 2022, 9:38 PM IST

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Central Railway and Project Mumbai join hands to create awareness about elimination of plastic waste

FPJ Bureau | Updated: Monday, October 03, 2022, 12:35 AM IST

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Wednesday, Nov 15, 2022
PAPER | TODAY'S PAPER

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Home / Education / School of sports for para athletes proposed at Mumbai University

School of sports for para athletes proposed at Mumbai University

The proposal has been submitted in association with Project Mumbai, an NGO which has taken up a challenge to make Mumbai accessible for differently-abled.

Written by Pallavi Smart | Follow
Mumbai | Updated: May 11, 2022 9:12:13 pm

NewsGuard

EDITION IN MUMBAI 29°C

THE TIMES OF INDIA SUBS

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NEWS / CITY NEWS / MUMBAI NEWS / This Sunday, NGO to Kick Off Mumbai Gives Donation Drive

This Sunday, NGO to kick off Mumbai Gives donation drive

TNN / Updated: Oct 1, 2022, 09:03 IST

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Delhi 21°C

HT Hindustan Times


India World Mumbai Entertainment Cricket Lifestyle Astrology

Home / Cities / Mumbai News / First Wheelchair Basketball League in city today

First Wheelchair Basketball League in city today

Mumbai News
Updated on Mar 11, 2022 07:55 PM IST

he league, created by non-profit organisation Project Mumbai, is part of a larger mission to make Mumbai more accessible, and draw the attention of non-challenged citizens to para-sports



he five teams in the league include 20 national- and international-level wheelchair basketball players, as well as players affiliated to the Armed Forces Paraplegic Rehabilitation Centre (PRC) in Khadki, Pune (HT Photo)

THE LOGICAL INDIAN Sustainability Responsible Business Small Medium Business

44 stories

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Mumbai gives

Here's How This Non-Profit Is Turning Mumbai Into Kindness Capital Of India

Writer: Jeetu Memon Kumar (Digital Journalist)
Maharashtra, 15 Sept 2022 10:16 PM | Updated: 15 Sept 2022 4:07 PM

Editor: Shishir Joshi | Creative: Lavinia Joshi Kumar

During people the window to act upon their kindness, Project Mumbai attempts to rebuild the city with collaborative philanthropic acts. With it's unique partnership model, here's how they have been rebuilding Mumbai as the kindness capital.



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HOME MUMBAI NEWS INDIA BUSINESS ENTERTAINMENT SPORTS VIRAL LIFESTYLE EDUCATION LEGAL BRANDSUTRA

Mumbai: City-based non-profit organisation plans 'daan utsav' to bring out spirit of kindness

Daan Utsav, by NPO Project Mumbai, looks to celebrate the festival of giving. It is celebrated for a week starting on Gandhi Jayanti, October 2 until October 8.

Staff Reporter | Updated: Saturday, September 17, 2022, 04:00 PM IST



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OUR JOURNEY 2022



NAKSHA BEGINS

JALLOSH 3
EARTH DAY



JAN

MAR

APR

FEB

MAY

SAMAVESH



JALLOSH 4
WORLD ENVIRONMENT DAY



AUG

JUN

JUL

GARDEN
LIBRARIES



NAYI DISHA
ARTHUR ROAD
PRISON



THE
SMILING
SCHOOLS
PROJECT



SAMVAAD



**Mumbai
gives**

A Project Mumbai Initiative

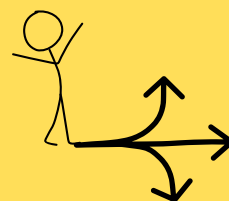
SEPT

OCT



NAKSHA
RESTARTS

NAYI DISHA
KALYAN
PRISON



DEC

NOV

MAKING
MUMBAI
CYBER SAFE



MAITRI



MANASWIN



GREEN
SCHOOLS



TACTICAL URBANISM

AGNI RAKSHAK - MAKING MUMBAI FIRE SAFE

1,100 +
Lives Impacted



The newly appointed Agni Rakshaks posing proudly with Mumbai's bravest

A Project Mumbai coordinator introducing the Agni Rakshak initiative to our brave volunteers



We often live with the assumption that fires, especially the big ones, will not occur in our homes because we have kept our home 'insulated'.

While that may be true, we forget that lack of supervision coupled with ignorance and awareness often results in a spark getting converted into a blaze. An injury into a devastating tragedy with lasting implications. With this in the background, Project Mumbai launched Agni Rakshak, now training citizens to become community champions.

Our larger objective is to have every building of Mumbai having at least five fire safety trained champions who could in turn train and mentor many others. The initiative, with participation from adults across sectors and gender, was launched during COVID following all protocols, and now has completed one year.

In this second year, we want to take this a step further by spreading awareness at 3 Residential buildings. After which the participants would qualify to undergo an advanced one-day training program with the Mumbai Fire Brigade, to become a "Community Fire Safety Champions!" Who will closely work with the Mumbai fire brigade. They will work on a ward level, helping the fire brigade in the case of a fire. We will provide them with the cadet badge and a certificate.

We received a huge response and demand from schools, colleges and private institutions across Mumbai to participate in Fire safety training provided by Mumbai Fire Brigade. Schools have challenges to bring students to fire stations. We need to make a team of Fire trainers from the centre and deploy them to respective schools/colleges to help us create school champions

Now the question to you all is? What are you doing to keep Mumbai Fire Safe? Come with us and get trained!

1,500 +
Lives Impacted

GARDEN LIBRARIES

Do you know that Mumbai has over 1100 Municipal gardens? Well, many of us have never visited them but surely driven or walked past them. In our effort to ignite the spirit of volunteerism, more footfalls in the open spaces as well as inculcate reading, Project Mumbai thought of creating libraries in these gardens.

A model of public private people partnership where books came from the citizens and so is the management of the library, almirahs from the corporate donors and citizens while the gardens belong to the state (municipal corporation).

Beneficiaries in each of the garden locations are the scores of children and elderly, who spend their time browsing through books and magazines with great relish.



The cupboards were donated by the Godrej Group, and the benches were made out of recycled plastic. We received books from across Mumbai, sometimes even cupboards, from our donors. The books were categorised by the Project Mumbai authorities and volunteers, to make sure, the books that go into the cupboards are age appropriate and meet the public's interest.

We aim to come up with more Garden Libraries by the end of 2022 and To continue the initiative for the years to come.

A group of men enjoying the curation of books at Katrak Park, Bandra



Students reading calmly at the Shantivan Garden Library in Vikhroli

8,000+
Lives Impacted

JALLOSH - PROTECTING MUMBAI'S WATER BODIES

Mumbai is blessed with a beautiful coastline from Nariman point to Vasai. Marine Drive, Juhu and Colaba Chowpatty are some of the most well known tourist attractions in the city. They provide an escape of solace in the city that never sleeps. We Mumbaikars owe so much to the magnificent Arabian sea and our beautiful beaches, that it is our duty to maintain and help them be cleaner and greener.

Project Mumbai helps Mumbaikars achieve cleaner water bodies by celebrating “JallosH”. Started as a quarterly activity back in 2018. It was launched on the occasion of World Earth Day. It has since become a monthly activity, having received tremendous support from locals, various corporations, and MNCs, NSS students and organisations such as WWF.



Our volunteers and participants with the fruits of their labour, at Bandra Chimbai.

Participants can register themselves on the website and have the option to choose a nearby location for clean-up drives. Girgaon Chowpatty, Mahim, Dadar, Juhu, Bandra, and Aksa are some of the beaches selected. Other locations include: Mithi River, Powai Lake, and Versova mangroves. Participants gathered to contribute their time and energy to cleaning up the beaches. Our local champion partners like ‘Beach warriors’, ‘Mahim Beach cleanup’, ‘River March’, and ‘beach please’ guide our participants on the ground. Just two hours of work makes a clear difference.



Volunteers picking up plastic waste at Aksa Beach.

JallosH 4 and 5 were organised in the months of May and August respectively. We celebrated the international coastal cleanup day on 17th September, by arranging JallosH-6 on that day.

During the events we were happy to see participation from more than 50 organisations, and around 3000 volunteers together picking up tonnes of garbage from the different sites. Volunteers then segregated wet and dry garbage and sent dry plastics for recycling. On an average 1 tonne of plastic garbage is separated from the overall collection per drive and sent for recycling to shakti industries, our recycling partner. The plastic is recycled into useful commodities like benches, bins and pencil cases. Wet waste is collected by MCGM.

Inept garbage disposal facilities, poor drainage systems and the uncontrolled growth of the city in all directions has taken away from the beauty of our water bodies. Rivers have become Nallas; Mangroves are losing their land cover and during High tides, the ocean throws back all the garbage that humans have been putting in the sea. Mangroves are forests, rich in biodiversity,

that prevent soil erosion. They are called the green kidneys of coasts because they help filter out harmful pollutants and recharge the groundwater table. They protect coastal cities in times of cyclones. Our clean-up drives are just one small step towards clearer water bodies.

Although cleaning up the beaches is a reactive approach to combat marine and coastal pollution, the JallosH program acts as a medium to sensitise citizens about keeping their beaches clean and disposing garbage in a correct manner. Awareness amongst citizens regarding plastic pollution, and marine pollution plays an important role in building a sustainable future for all.

In today's world of individualism and busy schedules, when people gather together and spend time with nature, to nurture and protect it, it is a step towards creating a better environment, a better society and hence better individuals.



A Project Mumbai coordinator conducting an awareness session at Bandra Chimbai.



TACTICAL URBANISM

5 Lakh
60,000+
Lives Impacted

THE MUMBAI PLASTIC RECYCLOTHON



This initiative is in its FIFTH year in 2022. Over the last four years, The Mumbai Plastic Recyclothon has scaled up almost by three folds, with the number of participants donating plastic waste increasing from 85,000 in the first year to almost 1.6 Lakh in the year 2022.

Though it started with individuals contributing, it has expanded to include schools, 21 housing societies, 7 business corporates and now colleges, in the year 2022. The number of drop-off locations in Mumbai, have increased from 23 to 34 in the year 2022, which includes 5 locations in Mumbai City, 28 in Mumbai Suburbs and 1 in Navi Mumbai. We can significantly see the number of households and organisations being impacted by this initiative after the awareness sessions we conducted in the last few years.

The transition, to our “No plastic lifestyle”, despite the lockdown imposed in Mumbai due to COVID-19, continued with the number of households, and organisational bodies giving their plastic significantly increasing year by year. For that we thank all the enthusiastic participants who encouraged us to conduct the drive every month, despite all the challenges we faced in the last two years and help us to aim to inculcate a behavioural change in the citizens of Mumbai when it comes to the disposal and use of single-use plastic, which is of harm to the environment.



The products made by recycled plastic, by our recycling partner Shakti Plastic Industries



A Project Mumbai volunteer conducting an awareness session with street vendors at the central railway



Volunteers posing with one of our collection trucks for the Mumbai Plastic Recyclothon

The Mumbai Plastic Recyclothon began in October 2018. October 2019, marked a milestone with over 1.25 lakh people donating plastic and thus we made our place in the Limca Book of Records [Edition 2020] for the largest citizen-driven volunteering drive to combat plastic. The Plastic Recyclothon for 2021-2022 had a massive response and it was all because of the regular commitment from the citizens of Mumbai. We conducted eight Plastic Recyclothon drives in the year 2022, so far. We are utmost delighted to have L&T as our principal partner in this public service initiative and Shakti Plastic Industries as our recycling partner. The support of many Mumbaikars and like-minded organisations led to the success of this initiative as one of the largest Public-Private-People Partnerships for a cause. Project Mumbai was invited to showcase the Plastic Recyclothon initiative at the Chhatrapati Shivaji Maharaj Art Festival held on the 25th to 27th Feb 2022 at the Shivaji Park Dadar,

by the Ministry of Environment and Climate change. The stall space was at a prime location and we displayed all amenities recycled from plastic waste collected through the Mumbai Plastic Collection Drive organised every month.

We are happy to report we received a great response from citizens and art groups alike who visited the stall and pledged to donate and segregate plastic waste. It was a good opportunity to create awareness for Plastic waste and the environment involving communities to participate in the cause. We realised the most reliable way to spread awareness is through city-level awareness camps, targeting large community groups and hosting awareness camps, we believe is our ideal way forward.

THE VASIND PLASTIC RECYCLOTHON

18,000
Lives Impacted

After the massive success of Mumbai Plastic Recyclothron building a behavioural change amongst the citizens of Mumbai, Project Mumbai extended the initiative to Vasind. Vasind is a municipal town in Shahapur taluka of Thane district having a population of around 21000 people. In this small industrial town, Vasindkars are excited about this great initiative and have come forward to take a step in saving our environment from the evils of plastic pollution.

For the plastic recycling program to be successful, we needed to sensitise as many people as possible about 'plastic pollution. For this, we conducted awareness sessions in Vasind. We reached out to students by conducting awareness sessions in schools and colleges as well as in individual households. We distributed brochures and collection bags, these efforts paid off as we saw active participation from residents.



A volunteer conducting an plastic awareness session with a shopkeeper at Vasind

The first two months went into reconnaissance of the area. Vasind is divided into 6 wards and currently, our program is successfully running in wards no. 2&3. We will be soon increasing our outreach to other wards, encouraging people to adopt a plastic-free lifestyle and to manage the plastic pollution in their town. Project Mumbai received great help from on-field volunteers in the mapping of the area, deciding on collection routes, fixing the plastic collection days to once per week, and actually going door-to-door to collect plastic waste. The dry plastic waste is then sent to our recycling partner, 'Shakti Industries' who make it into new products such as Garden Benches, Dustbins which will then be dedicated to the community for their efforts Since June, we have impacted thousands of families and collected approximately 300 kg of plastic waste per month



Volunteers going door to door to conduct plastic awareness sessions

With an increase in interest the collection drive of plastic waste has expanded to the nearby village of 'Dahegaon'. This small beautiful hamlet has pledged to manage its plastic waste in cleaner and more environmentally friendly ways. The next future generation of our world, that is today's innocent school children are dutifully doing their role by collecting the wrappers of chips, a tetra pack of fruit juices, etc., and donating it.

Lokmanya Tilak started Sarvajanik Ganesh Utsav to bring people together and create cognizance in masses to fight an enemy together. In 2022. We decided to carry forward this sentiment to work towards a common goal and visited Ganesh Mandals in Vasind and Dahegaon, distributed plastic collection bags, and requested them to make their Ganesh Mandals' plastic free. In this way, we enjoyed our festivals and at the same time, we were being more responsible towards our environment. Plastic waste collected at these Mandals were then sent for recycling along with the weekly collection of household plastic waste.

With the participation of enthusiastic residents and support from our field program officers and volunteers, the Vasind recyclothron project is now running like a well-oiled machine.

MAKING MUMBAI EMOTIONALLY RESILIENT

1000
Lives Impacted

NAYI DISHA: PRISON COUNSELLING

A classic case of one volunteering initiative resulting in the birth of another.

Our vaccination drive in the prisons resulted in a deeper conversation with the prison authorities and led to the opportunity of our volunteer counsellors launching Nayi Disha--a deep dive counselling support to the prisons--those living there as well as the families of prison staffers.

The purpose of this project is to provide emotionally safe places to the inmates that might help them reflect and process their thoughts and emotions.

We have structured the initiative in a way where we assign each counsellor for two days a week for a period of 2-3 hours where the counsellors will be in charge of assisting the inmates (Arthur & Kalyan . Byculia is yet to begin) with psychological awareness and care.

We take a two-pronged approach where we dedicate simultaneous efforts to create awareness and provide support through individual and group counselling sessions.



Paintings done by inmates from Kalyan prison as part of the Nayi Disha: Prison counselling sessions



SAMVAAD: MENTAL HEALTH HELPLINE

50,000+
People Impacted

We all could do with some counselling support, they say. Not everyone has the ability or courage to seek face to face assistance from a counsellor. This is what led us to launch Samvaad. It came into existence during COVID, when physical movement was difficult and stress levels were only skyrocketing.

It has now emerged as a go-to support for adolescents, who are caught between peer pressure and parental expectation. Samvaad, as a toll free service, provides a safety net of expression to a generation which would like to seek help.

Each counsellor on the helpline holds a minimum Master's degree in either Clinical or Counseling Psychology. Special attention was given to recruiting counsellors who can easily converse in Marathi in a deliberate attempt to provide counselling services in the preferred language of the caller.

Currently 65% of the counsellors can speak, read and write in Marathi. Most of the counsellors on the helpline are bilingual, their second language including Hindi or English.

Each counsellor was given a detailed orientation by Dr. Kersi Chavda before they started receiving calls. The orientation was a space to train the counsellors on tele-counselling and conveying the dos and don'ts of handling the call. During the orientation, the counsellors also received a list of various resources that they could use to refer to in the event of a non-mental health concern. The counsellors were also assured adequate supervision in case they felt the need for assistance. Documentation is made a mandatory part of the counselling process run over the helpline number.



65,000+
People Impacted

THE SMILING SCHOOLS PROJECT (TSSP)



A student drawing on a heart as part of an activity

The mental health team believes that working towards the betterment of a child's emotional well-being is an elementary way to enhance their physical and mental health, relationships, decision-making, academics, and life satisfaction. School is often viewed as their second home and for many children, it may be their first. Keeping this in mind, we developed an extensive mental health initiative called The Smiling Schools Project (TSSP) with the aim of making every adolescent emotionally stronger. This Project runs across 150 out of 1200 municipal schools of MCGM, Mumbai, and all of 125 schools under TMC, Thane. Given the crucial planning and large-scale implementation, we have collaborated with a number of experienced mental health professionals turned facilitators specialising in various areas of counselling and recognized organisations such as Artscape and the Institute for Exceptional Children (IEC) to meet the shared vision.

Conceived and launched in September 2019, TSSP is a five-year-long multi-stakeholder project that works with school principals, teachers, parents, and students from standard 5 to 10 on topics such as safe school climate, happiness and well-being, emotional regulation, depression and anxiety, substance use, exam pressure, and suicide prevention. By adopting WHO's Whole School Approach and following the Train-the-Trainer model, we aim to, over the next 5 years, sensitise and build the capacity of school stakeholders (Government officials in the Education Department, teachers, school leaders, students, and parents) to provide safe, supportive environments and engage in mental health practices for all. The yearly themes that will be covered in-depth per year include Safe School Climate and Peer Relationships, Happiness and Well-being, Emotional Regulation and Managing Self, Self-care, and Sustainability.



The project Mumbai mental health team conducting sessions at two BMC schools

The sessions conducted included activities, and discussions as pictured.



Last year was engulfed by the COVID-19 pandemic. While this impacted offline schooling and resulted in limited access to teachers and students, it has made us realise how much the mental and emotional well-being of each child has been impacted due to the pandemic. Despite the challenges, we were able to successfully implement the second year of TSSP with the same enthusiasm to meet the necessary objectives.

We are currently in the fourth year of successfully implementing the project after a full-day training of the facilitators. Soon, we are also planning to incorporate the facilitation of life skills training which is a critical need that must be fulfilled for encouraging the overall development of the BMC school children. With these small steps, we envision making big differences in the lives of our core beneficiaries - the children.



Why can't an entire city show that it cares for others? Building on the theme of showing the world that Mumbai is the KIndness capital of India, Project Mumbai has now launched MUMBAI GIVES. Representing Mumbai, a city that has earned a reputation of Giving during crisis and now, building an ability to give during non crisis moments as well.

We coincided the celebration of Mumbai Gives along with Daan Utsav, the festival of Giving celebrated across India.



A plastic awareness drive conducted for children

The first edition of Mumbai Gives saw an expansion to spreading awareness on other causes such as Mental Health, Organ Donation, Plastic Awareness along with the Plastic Recyclothion. Street Plays were performed at CST, Thane and Dadar station to engage the daily commuters of all walks of life across the city with a larger focus on Mental Health Awareness to celebrate Mental Health Awareness Week and Mental Health Day that is observed on October 10th.



The launch of the Mumbai gives initiative at CST station



A street play to raise awareness at CST station

Plastic Recycling drives were conducted on the DN Nagar and Airport Road Metro stations where commuters were encouraged to participate by donating recyclable plastic waste as well as books, toys, clothes and E-waste. Awareness sessions on topics of plastic recycling, organ donation were also conducted similar to the local railway stations.



Project Mumbai awareness booth at Airport Road and DN Nagar metro station



The project Mumbai booth at Barter Bazaar

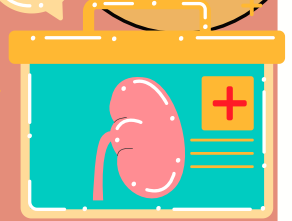
As an organization we also participated in the annual Barter Bazar hosted by the community of Thakur Village in Kandivali west. The festival aims to promote sustainable living by encouraging a spirited exchange of ideas, skill and amenities. The bazar's ideals harp back to an old economical system that focuses on sustenance instead of profit. We participated in this exchange by offering pencil boxes made of recycled plastic for every two kilograms of plastic waste given by the community.



AWARENESS CAMPAIGNS

HAR GHAR HAIN DONOR-AN ORGAN DONATION CAMPAIGN

4,000+
People Impacted



Do you know that so many people breathe their last in hospitals, for the absence of an organ donor? That one person, if he pledges and donates his organs, can save nine other lives? Many are willing to pledge but are reluctant to do so, for want of adequate awareness.

Based on this premise, Project Mumbai, in partnership with Amar Gandhi Foundation and supported by ROTTO-SOTTO, Government of Maharashtra has built Har Ghar Hai Donor. An initiative encouraging families, not just individuals to pledge to donate their organs.

Five lakhs of people in India need an organ transplant every year and on the other hand, only 0.01 percent of citizens across India are organ donors, a number that is in decline. Each one of us can save lives as individuals and as a family by pledging to donate. Organ donation can be a hard topic to bring up to loved ones. You could help save someone by pledging and making your family aware of your decision.

The Regional cum State Organ and Tissue Transplant Organisation (ROTTOT-SOTTO) was established at the Seth G.S. Medical College & amp; K.E.M. Hospital, Parel, Mumbai, Maharashtra, in February 2017 to implement the policies for organ and tissue donation and transplantation made by the Government of India, the National Organ and Tissue Transplant Organisation (NOTTO) and the Maharashtra State.



An awareness session being conducted at children's academy Malad



Volunteers filling out forms after an awareness session

Har Ghar Hai Donor is not just about one person, but it's about us as a society. Collectively, We can come together as a family and donate our organs.

We are utmostly delighted to have the support of ROTTO-SOTTO and Amar Gandhi Foundation as our public service partners. The support of many Mumbaiers will help us to create "Har Ghar Hai Donor".

PROJECT NAKSHA: REDISCOVERING MUMBAI

400
Roads Mapped



Mumbai Municipal corporation (MCGM) limit is spread across 437 square kilometres. and is administratively divided into seven zones and 24 wards.

With a total of 1941 km of roads and a population of approximately 24 million, the quantum of this initiative and the number of people it will benefit can only be well imagined.

It thus remains a chaotic city with thousands of roads and bylanes. Not surprisingly, most of these have a name. The roads are either named as a tribute to prominent historical or national personalities, while the inner lanes are after local leaders. Many times, these are still anonymous in the public domain to be registered just as names but without any other information.



Naksha-The mapping initiative is to bring out not just stories and history behind the names but also updated the establishments on the roads WRT essential services, institutions housing societies etc.

The Mumbai Police has agreed to map and share the locations of every police chowki and police station across the 94 police stations under Municipal limit, with contact numbers etc with Project Mumbai. One of the most prominent and credible history institutions of India has offered its historians to support the process of verification of data. The association will get formalised soon.

Several other student groups have joined hands to help research and authenticate the data that is being sourced. With MCGM, the pilot began with 5 wards allotted to project Mumbai for mapping the roads, which included KE, A, D, GN, and T Wards.

The Mumbai has university provided support through its NSS unit of student volunteers who joined in as a mapping and survey team. We developed an online app for mapping all the essential information and created a central database of stories, the history behind the names, photos and geocoding with the support of 800 NSS student volunteers who worked on the ground each one allotted roads within the locality.

We have, so far completed and mapped 400 roads of Mumbai with stories and facts which would be shared with the Roads Dept MCGM for verification. Post the verification the QR codes for the same shall be created that would be put up on signboards.



MUMBAI KE LIYE KUCH BHI KARENGA

**6 Teams
Sponsored**

SAMAVESH: MAKING MUMBAI ACCESSIBLE

Can we make Mumbai more compassionate towards the differently abled? Making Mumbai Inclusive is what Samavesh is all about. This is one of the latest initiatives of Project Mumbai and has multiple dimensions.

Using sport as the outreach platform for awareness, Project Mumbai has now adopted the Wheelchair Basketball team to make people aware of the gaps in a maximum city lacking the inclusive heart. We have taken the step to adopt the wheelchair cricket team as well.

The three tiered approach is to create physical infrastructure and digital infrastructure, second is to sensitize people towards differently abled colleagues and guests and the third is in the space of creating skills and employment.

It is the first step towards making accessibility not just a forethought but rather the norm in urban planning, architecture and society at large.

Watch this space for more.

MEET THE CHAMPIONS ...

My name is Geeta Chouhan, I have represented India in 2018 and 2019 in International Wheelchair Basketball championships. Recently we also represented India in the tournament that was held at Delhi. We put in a lot of effort, trained hard and won a silver medal. We were not able to win gold though, since we lost the final match. But we had a great experience, we just need a little more practise to get the gold



I started playing basketball in 2017, it was my first sport. When my team started out we didn't have anything, no wheelchair, no ground, nothing. But we still started! It was a good experience, we had to work very hard especially with the sports wheelchairs, other equipment and travelling experiences. It was quite difficult at that time.

But since Project Mumbai has joined us, we have been getting so much support. We usually practise over the weekend, and for that we get a travel allowance. Also for travelling to tournaments, they helped us with that as well. They also helped the new players who didn't have

sports wheelchairs get access to them. Around 12 wheelchairs were bought by Project Mumbai for us. One wheelchair costs around 5-6 lakhs, and 12 players are going to get wheelchairs. In our team many people lack access to good equipment, as we have a limited amount. 6 people in Mumbai and 6 others in Pune are going to be given wheelchairs and for that I want to thank Shishir sir.

We, at Mumbai Wheelers Wheelchair Basketball Association (MWWBA) got associated with Project Mumbai in Sep / Oct 2021.

The main motto of Project Mumbai was to make Mumbai accessible.

Towards this, the requirements from MWWBA were to conduct Camps for Wheelchair Basketball players, conduct regular practice sessions at Mumbai and Pune and expand to other districts in Maharashtra.

The aim was to have a 1000 Wheelchair Basketball players in Maharashtra by 2026.

We are slowly moving towards our goal. At present we have about 70 players in Mumbai, Pune, Solapur and Amravati.

We will be reaching out to other districts in the coming months.

During the last year, Project Mumbai and MWWBA organised many exhibition matches at Matunga, Andheri, Powai, Ghatkopar, Mastan YMCA etc.

In addition, 10 Motivation Sports Wheelchairs (basic version) and 12 RGK Sports Wheelchairs (high end version) were procured by Project Mumbai.

All these have ensured that our players are kept well motivated and take pride in showcasing their talent. More and more players are joining

Wheelchair Basketball practice sessions due to the encouragement as well as financial help by Project Mumbai.

A lot has been achieved during the last year due to the leadership and guidance of the Project Mumbai Team.

We are sure that the good work done so far will yield rich dividends in future and will help in achieving the goals that we have set.

Warm regards

Captain Louis George Meprath





MENTORS' SPEAK

There cannot be many four-year-old organizations which have achieved as much as Project Mumbai (PM) has and made as much of an impact on the lives of the citizens of the city. What really comes to mind when you look at the stunning breadth of projects that have been undertaken is possibly the stated objective, as I have understood it – PM will work on any problem that addresses the needs of the common man- whether it is putting up sign boards at hospitals to guide patients, whether it is feeding those in need during the pandemic, whether it is lending a helping hand to the elderly who felt isolated during the pandemic or whether it is enhancing the learning for those who do not have the facilities (by creating libraries in parks, prisons, etc) This I think is the defining difference between PM and other NGOs which have been created to address issues in a 'vertical' or a 'horizontal'. PM seems to have a much larger mandate – what do the citizens of Mumbai need?



This approaches the issues differently and is possibly the most democratic way of defining the objectives of the organization- the beneficiaries define the objectives and PM delivers. What do citizens need to lead a healthy and happy life- clean, safe, easily accessible public spaces to relax in? The density of public housing makes this a critical need Mumbaikars are generous to a fault. What is essential is to make 'giving' easy. Giving not in project mode, but as a regular activity. I am confident PM will find a way to do this. I wish you all the best in the years to come.

Deepak Satwalekar
Happily Retired



I have had the privilege of working with Shishir Joshi and his team at Project Mumbai during the initial phase of the Covid-19 pandemic (mid-2020). I was introduced to him by a mutual friend. I guess many of us were feeling helpless, given the situation, and wanted to do something to alleviate the problems many were facing. Shishir seemed to have a plan to tackle the issues on various fronts. I specifically worked with him to provide the security staff, technical staff, nurses and doctors at BMC hospitals with PPE kits, food, and water. What caught my attention was the ability of Shishir and his team to identify and tackle issues, during this period, on a war footing on multiple fronts - ensuring the elderly had access to needed medication and food, setting up a multi-lingual Maharashtra-wide call centre to assuage the anxieties of people, food to children and migrant workers; all were taken up in parallel.

In the 2nd and more severe Delta phase, Shishir worked closely with the Mumbai administration and took charge of delivering dry rations to the needy in an entire ward. Simultaneously they worked with telecom companies to ensure low-priced data packages so that children could continue to attend online classes using their /their parents' mobile phones. Collaborating with other similar entities Shishir and co also ensured ready access to oxygen concentrators and vaccination of the homeless, a group many had completely ignored. Thanks to Shishir I am a proud owner of a certificate issued by BMC showing I had contributed during the pandemic.

An organization such as Project Mumbai needs to be attuned to the issues and concerns of the people who are affected, anticipate and plan for likely scenarios and solution sets, identify and tackle issues at multiple fronts. In my view, Shishir and his Project Mumbai is one such organization that fits the bill. My best wishes to Project Mumbai and look forward to working with them again.
Cheers!

Madhu Gopinath
Founder, Angel Investor, Donor



Madhav Pai
Executive Director
WRI India Ross Center

For a metropolitan city, the size of Mumbai that has survived floods, urban heat and most recently the harrowing waves of the coronavirus, a public-private partnership initiative like Project Mumbai is the need of the hour. Built entirely on volunteerism, it aims to encourage, connect and facilitate citizens for creating solutions in their own local contexts for a variety of issues pertaining to healthcare, education and the environment. What is most important is that it is built on values of kindness and selflessness. The support that the initiative has received from such a multitude of eminent persons and organizations only confirms its viability and its impact on the well-being of Mumbai. Moreover, it is a testament to the underlying sincerity and commitment with which it is run. I wish the Project Mumbai team all the success and hope that it continues to grow. And if Project Mumbai wants to build an initiative to improve walking environments for Mumbaikars I will be happy to support it.

VOLUNTEER SPEAKS



While the world trembled with the fears of the unthinkable, I tried taking a leap forward. Where the brightness of the day seemed gloomy and the silence killed the majority, we tried and lit a lamp for a better tomorrow. With no ray of hope in sight, it WAS Project Mumbai that helped me do the best I can through their support and trust to mend the hopes of the society and volunteer; to bring about change for the betterment of the society. While I look back, I wonder how I did what I did, every single day. I am glad We as a team could be the reason to bring endless smiles on the faces of the unknown. If you think you are too small to be effective, you have never tried to sleep with a mosquito around you.

Janak Mistry

VOLUNTEER SPEAKS

Have been associated with Project Mumbai since June 2019; where the first time I was assigned to do Plastic Drive in Mumbai. That is collecting plastic from various pockets of Mumbai. The first day was a shock to me where I was sitting in a Truck with mud and dirt on all sides and was driving towards south mumbai and on the way had to pickup my volunteer partner. Post the pickups from various places and in the end at 1:00 PM when I left the plastic filled truck, I just did a glance on the truck and the pile of plastic when I saw it sounded as each one of us is responsible for having floods during rains. As this plastic gets accumulated and is the main reason for water logging.

Month on Month while collecting this plastic made me satisfied inside that I am contributing something for the environment. And till this date have made all my friends dispose off plastic and use cloth bags.

Then when pandemic started was part of the non covid team where the hospital beds details was to be captured and patients were helped.

Day by day my association with Project mumbai is going on and on and on. And today am feeling proud that I am considered to provide my honest feedback, and would urge all to come forward and provide their valuable time in supporting the cause.

Bond Bond se banta hai Sagar.

Warm Regards
Ashish Dhar



My family and my friends have been associated with Project Mumbai since 2019. It actually started with my activity to clean beaches with Afroz Shah. I always used to wonder while cleaning, why all the garbage entering the sea doesn't stop at the source, and why the segregation system has failed. After a little search on the net, I stumbled upon Shishir Joshi's project Mumbai's plastic recyclothon. Since then there was no looking back. Every month we donate our dry plastic to them, which gets recycled into city amenities. This journey of diverting waste from landfill is by far the most amazing experience. We also started a collection centre in our area, Parle East. Thanks to Mrs Smita Inamdar for arranging a collection place at her bungalow. As individuals, we can't possibly make a difference but like-minded people coming together for one cause sure

ushers in a wave of change.

Thank you again Project Mumbai for making the world a better place.

Regards,

Prajakta Bhide



I am involved with Proj Mumbai for almost more than four years. It started with me associating myself in the Plastic Recyclothon project going in a truck with another young volunteer 1/3rd my age. From that time it was no looking back. Several initiatives got me volunteering like the beach cleaning, arranging for masks, provisions, and medicines during Covid times, talking to hospitals and updating the BMC database on vacant ICUs and non ICU beds during Covid times, talking to schools in Maharashtra and finding out details about children who have lost one of their parents in covid and facilitating their reimbursement of school fees etc. A very recent drive saw me spending a day at DN Nagar metro station with another young volunteer for promoting awareness on plastic usage, recycling etc. Overall i must say it has been a fulfilling experience for me in associating with Project Mumbai. I love Mumbai I love Project Mumbai. Mumbai ke liye kuch bhi karega...

Regards
Subramaniam CS

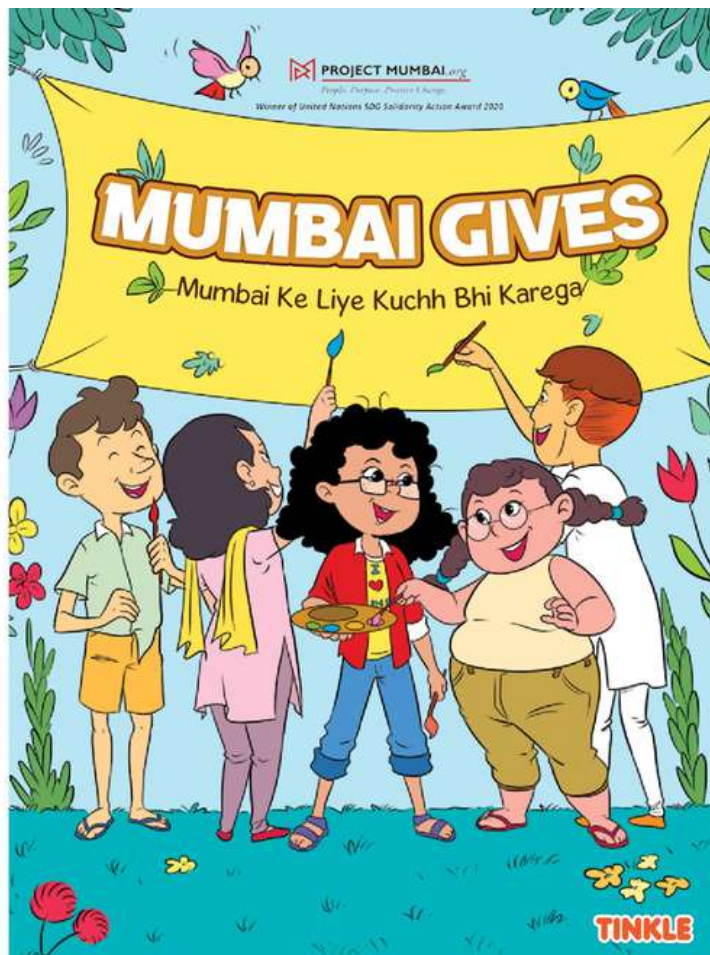


I joined Project Mumbai more than 3 years back on an October 2nd drive. At that time it was a small group of like minded people coming together and doing something better. What started with a small door to door plastic drive has grown on to so many initiatives (including covid support for so many across the city apart from Jallos, e-waste and goonj tie ups) across the entire city with so many volunteers. It makes me so proud to be a part of this initiative and I will forever be grateful for Shishir and team to have started and run with this idea of making Mumbai a better place... Mumbai ke liye kuch bhi karega!!!

Priyanka Iyer



PROJECT MUMBAI LAUNCHES 'MUMBAI GIVES' COMIC BOOK WITH AMAR CHITRA KATHA



The 'Mumbai Gives' comic book cover page.

The Honorable Governor of Maharashtra launched the 'Mumbai Gives' comic book published by Amar Chitra Katha at Raj Bhavan on the 14th of November, to celebrate Children's Day.

The book has been published and will be released through Amar Chitra Katha and Tinkle. The digital version will be available on our website as well as through Amar Chitra Katha .

There are several stories of determination and selfless service to the community in the book, including your popular Mumbai Plastic Recyclothon, Jallosh, Har Ghar Hai Donor and Mental well being.

Proud to say that some of the names in the comic book are picked from our own teenage champions who have been associated with Project Mumbai and contributed to its success.

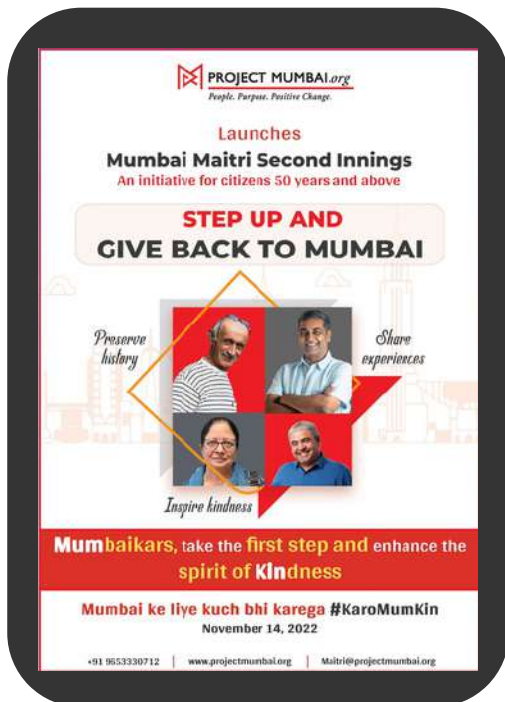


Pictured from left: Head of Projects Rupali Vaidya, CEO of Amar Chitra Katha Priti Vyas, Co- Founder Sanjay Panvalkar, CEO of Project Mumbai Shishir Joshi, Honourable Governor of Maharashtra Bhagat Singh Koshyari, Ravindra Sanghvi, Advisory Board members Jalaj Dani and Manish Agarwal. Celebrating the launch of the 'Mumbai Gives' comic book at Raj Bhavan on Children's Day.



UPCOMING INITIATIVES

MAITRI



Project Mumbai will launch a one of a kind initiative called Maitri, which means friendship in sanskrit. The aim of this initiative is to utilise the experience, knowledge and skills of senior citizens across the city to work with the Mumbai Police. Senior Citizen volunteers will be in charge of maintaining a 'Can I help you desk' that will aid the police by helping people to fill out forms, aiding them to find the right officers and counseling them for minor grievances.

The intention is to aid the police and the community by creating an open and safe environment for citizens by the use of the helpdesk as a soft landing for those in need. It will also be an opportunity for Senior citizen volunteers to work part time post retirement. The volunteers will also act as "second inning liaisons" to foster connections between the community and the police by regularly hosting community meetings, and help building Maitri ambassadors and a senior citizen database.

Project Mumbai is soon organizing a 'Maitri Walkathon' at Dr. at various locations in Mumbai as a soft launch for the Maitri project.

MAKING MUMBAI CYBER SAFE

Even though the internet has become an integral part of modern life, yet our understanding and resources to fight cyber crime are lackluster. Post the pandemic especially school, work and our social lives all have the capacity to be done online. This makes the people vulnerable to cyber attacks. Thus Project Mumbai is launching the 'Making Mumbai Cyber Crime Safe' initiative that will hold workshops on cyber safety with citizens and the police to educate them on the various ways cyber crime is conducted and how to keep safe online.

The workshops are created to educate people of all ages to keep safe on the internet and to know how to report and follow up with the police if a crime is committed. The workshops held for the police will be an in depth training seminar to equip officers with the knowledge and skills to make Mumbai fully cyber crime safe.



MANASWIN

Manaswin is our most recent Mental Health initiative launched by Project Mumbai. This initiative aims to provide emotional counselling and support to police personnel and their families. This initiative comes under Project Mumbai's larger agenda to 'Making Mumbai Emotionally Stronger and Resilient.'

Project Mumbai's team of counsellors will use their expertise to support our police force and their families especially since they do so much to keep this city safe.





THANK YOU

Project Mumbai thrives with the support of everyone that makes this city. Citizens, companies, the government help us truly embody the slogan #Mumbai ke liye kuch bhi karenge. So here we are with our hands over our hearts to express our deepest gratitude to all of you and some of our esteemed partners







THANK YOU



Collective Good
Foundation

↳ Samhita Initiative

Beach Warriors™



BEACH
PLEASE



Rotary
Club of Bombay



AXIS BANK FOUNDATION

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ADITYA BIRLA GROUP



Ministry of Women and
Child Development

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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

JOIN THE PROJECT MUMBAI TEAM AND BE A CHANGE MAKER

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

Write to us at

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 mobile no: +91-9653330712
You could also call us on: +91-9653330712*

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



www.projectmumbai.org



info@projectmumbai.org



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