



*Dear friends,*

I am keeping this note fairly brief as there is much much more action, packed inside the newsletter for you to go through.

Action that our team has initiated. Impact that has been supported by you- our champion supporters and volunteers. Also listed are ongoing initiatives that we can work together on.

On that note I take this opportunity to announce yet another exciting mission that Project Mumbai has embarked upon.

Our mission, to Make Mumbai and MMR INCLUSIVE.

Inclusive and safer for the differently abled- physically and neuro-diverse.

Inclusive in infrastructure. Inclusive digitally. Inclusive from a sporting point of view.

And most important of all, inclusive and accepting in our own minds.

Leading this is our campaign ZARA SOCHIYE BOSS---urging citizens, all of us, to spend a little more time on a community which needs our partnership.

There is a lot that we would want you to be part of, through this campaign.

[www.projectmumbai.org](http://www.projectmumbai.org) will guide each one of us how we can do our bit.

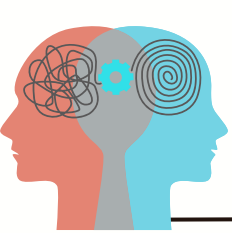
Thank you for your time-spend.

Looking forward to your actionable response too.

*Shishir Joshi*

Chief Executive Officer and Co-Founder,  
Project Mumbai





## MANASWIN- A POLICE PERSON COUNSELING INITIATIVE

Mumbai has over 30 thousand personnel employed with the police. These range across the city and engage in various critical roles, at the front or back end. Manaswin is our initiative to provide emotional counseling and support facilities to these police personnel. Our objective is to reach out to each and every police member and family, with a vision of providing a safe and non-judgmental space for them to share their discomfort, distress, and dilemmas. We also plan on focusing on family counseling as it helps in maintaining healthy functional relationships amongst the family members. It will not just focus on adults but also children within the family who are directly and indirectly impacted by the various disturbing aspects of adult lives. Currently, we are conducting sessions across Mumbai Police stations and have completed sessions in the following stations: Worli Police Camp, Kalina, Dockyard Road, Marol Police Camp with over 500 Police officers attending them. The second phase of Manaswin is to include the family of the personnel in this process through monthly group sessions, building support networks and use of the Samvaad helpline in case of need. The police do everything in their power to keep us safe, which is why we consider it our duty to help create a safe space for them.



Our Mental Health Program Lead, Neha Kathuria conducting a Manaswin session at Dockyard Road Station.



Police personnel participating in a Manaswin session at Marol station.







## THE FUTURE TREE

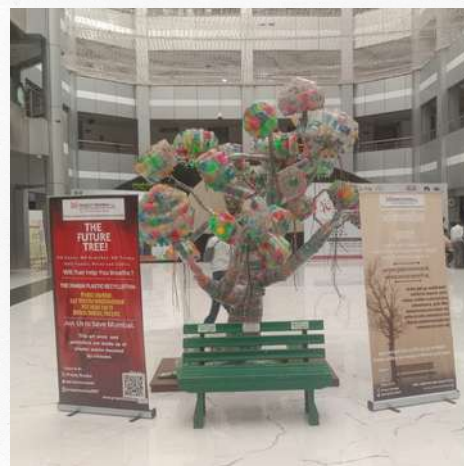
Project Mumbai launched the Central railway plastic free campaign on 26th January 2023, by creating an art installation of 'The Future Tree'

It was inspired from the future of excessive use of plastic in our daily life. Through our initiative, the Mumbai Plastic Recyclothion, we conduct regular awareness sessions for citizens in order to reduce reuse and recycle plastic waste. Our aim is to bring in behavioural change towards plastic consumption and nudge citizens to segregate and donate Plastic waste that would be saved from our city's landfills and water bodies from plastic pollution. Every month through recyclothion we organise a plastic waste collection drive for citizens of Mumbai metropolis.

'The Future tree' – installation was conceptualised as a symbolic future tree, and was created with the plastic waste donated by citizens of Mumbai in Jan 2023 collection drive.

Later in the same week Project Mumbai got invited to display the installation at the renowned Kala Ghoda festival of Mumbai. The Kala Ghoda Arts Festival is one of the most awaited festivals each year. It is held annually, exhibiting and celebrating theatre, music, films, comedy and the world of art.

It is held every year in Mumbai and attracts over 1,50,000 people from the city and beyond. 2023 marks the 24th edition of this festival which will be held in the Kala Ghoda Art District as it has been in the past years



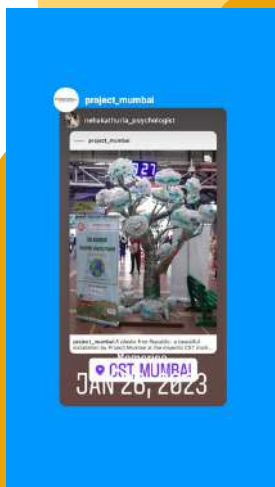
The Installation is 'THE FUTURE TREE'  
No leaves. No Branches. No Trunk.  
Only plastic. Wires, Cables.  
Will that help you breathe?

As a piece of art with messaging on sustainability, Project Mumbai was invited to become a sustainability partner for the entire event from 3rd Feb to 12th Feb 2023. Project Mumbai took charge of the event with collection segregation of wet waste, dry waste and Plastic waste. We made the whole event sustainable by providing recycled plastic bins for collection from all 5 venues of the festival. We created the chain for waste management with wet waste being picked up and composted to manure for gardens. The plastic waste was segregated, collected and sent to recycling to create benches for city gardens.

We collected almost 1 tonne of plastic waste from the event which would be recycled for city amenities.

The installation's concept resonates with the need for plastic awareness and spreading the word on sustainable use of resources in our communities.

The art work has since then been invited to various public platforms and gatherings as a symbol for sustainability messaging, including at Mantralaya, Government of Maharashtra's headquarters at Nariman Point.





# TACTICAL URBANISM

## PROJECT GREEN SCHOOL

Project Green School, an initiative by Project Mumbai aims to engage school administrators, staff, parents & most importantly students to engage in environmental activities like growing their own food in organic gardens & planting trees on their school campus.

We planned to carry out School Beautification & Tree Plantation in government schools in underprivileged neighbourhoods of the city. With the help of the BMC Education department, we have started activities in 3 BMC schools namely MPS LK Waghji Cambridge Matunga & Nadkarni Park Marathi School, Wadala, M.P.S C.B.S.E Poonam Nagar School, CTS No 175/A/5 Village Majas, MMRDA Colony, Jogeshwari East, Mumbai.

It will not only enhance the beauty of the school premises but the colourful graffiti on environment conservation, soil & water conservation, tree plantation & several messages will inspire students from a young age to be both responsible & respectful to Planet Earth.



We established a lush green Organic Vegetable Garden on the premises of the schools so that the children can have a hands-on learning opportunity in growing vegetables. This will not only increase their opportunities of social interactions, but the activity of gardening with a group of students offers a safe place to engage with others & make friends



We have also taken on the task to beautify the walls of the schools so that the students spend their time in a safe, energising & aesthetic learning environment. The School Beautification project would include planting of native Indian trees within the premises of these schools so that teachers & students can maintain the trees with convenience.

It will not only enhance the beauty of the school premises but the colourful graffiti on environment conservation, soil & water conservation, tree plantation & other messaging will inspire students from a young age to be both responsible & respectful to Planet Earth.

An organic nutri-garden has been established in all three schools, by far the best learning experience for students outside the classroom. Children have, very enthusiastically, helped to set up the garden by setting up the garden beds, adding soil, planting seeds & watering them. This will motivate them to protect the environment as they grow older.

We are grateful to the High Commission of Canada in India for supporting us in this endeavour and it was launched as the first school with a workshop for children on organic farming.



## HAR GHAR HAIN DONOR-AN ORGAN DONATION CAMPAIGN

'Har Ghar Hai Donor' is an organ donation awareness campaign launched by Project Mumbai in partnership with Amar Gandhi Foundation and ROTTO-SOTTO. The organ donation drive was launched to build awareness towards organ donation across all segments of the society. The campaign was at a halt from October 2022. It was restarted with a session at Divine Child High School on 20th February 2023. The session was attended by 150+ 9th grade students of the school. After the session, a question and answer round was held wherein doubts were cleared. Coming up ahead in the campaign are many such sessions on the plate - like the 4 sessions happening in Chandrabhan Sharma College. These four sessions will be for junior and senior college students.



## PROJECT NAKSHA: REDISCOVERING MUMBAI

In November 2021 Project Mumbai launched: Project Naksha - Rediscovering Mumbai. It was started with the plan to map 6 pilot wards across Mumbai being: D Ward, A Ward, T Ward, G South Ward, H West Ward, and K East Ward. The Project seemed to be suspended in time due to the last few covid shutdowns. In November 2022 Project Mumbai proudly was able to relaunch the project.

Project Naksha like its namesake is defined by the many crossroads, it aims to bring together the field of urban mapping and cultural history together. People say that the road's are the lifeline of a city, they are like its veins. Not just a means to get from point A to point B. They connect us to our pasts and our futures. The city may change rapidly every year, what the road and the infrastructure surrounding them look like will be vastly different. But they are still the same roads people before you walked on. Mumbai has a fascinating history, it was a truly global city that has refused to succumb to being defined by its colonial roots. Mumbai was an important focal point of the Indian National Movement. It has been the home to India's most important industrialists, artists, writers, musicians, and filmmakers. And the roads of our city honour them. We navigate these roads everyday, sometimes not knowing who these people are. Sometimes the lived history of Mumbaikars is very different. Some roads, even if the names have changed, are always known by the initial names. Project Naksha aims to bring these histories together, sharing the stories of these people, places and names that may have changed hands over time but still have a place in our hearts.



The Naksha app will act as a tool to make Mumbai more accessible and navigable for all while engaging youth volunteers and citizens to curate stories and mapping of roads. Project Mumbai worked with Mumbai University and their NSS unit and other student volunteer groups that led the charge on mapping, the storytelling was spearheaded by our Project Officer working with a police historian. As of now 400 roads have been mapped, and over a 100 stories told. With many many more to come... till the story of every road in this city is told.





# # MUMBAI KE LIYE KUCH BHI KARENGA

## A MATCH WORTH ATTENDING @ ST. ANDREWS



*"What fun. Not just playing basketball in a good environment but constantly being cheered as well".*

The statement was from a young wheelchair basketball player representing Project Mumbai's Inclusive Initiative.

*The venue. St. Andrews college, Bandra West.*

The occasion, our effort to spread the word of inclusivity through sport. Project Mumbai has been supporting the wheelchair basketball team for almost a year now and our effort is not just to enthuse the players, provide them with facilities, playing conditions and make them resilient but also, hosting show matches in different parts of Mumbai to build awareness that challenges are in our mind. The players have shown how to overcome mindsets.

Every such show match ends with able bodied persons being given an opportunity to sit in a wheelchair and shoot baskets. A few try. And a few hundred go back, converted with the belief and importance of an inclusive Mumbai.

Project Mumbai is proud to acknowledge the role of St. Andrews college, its Principal, Dr. Marie Fernandes and the staff and students, for not just supporting the game, but pledging to make their institution inclusive.

Project Mumbai invites colleges and housing societies across Mumbai to invite India's best wheelchair basketball players supported by Project Mumbai, for a game of basketball in your backyard.

That would be your first possible step in showing you believe in an Inclusive society.



## CYCLING WITH A DIFFERENCE

One of our next big initiatives is to make Mumbai an Inclusive city. Project Mumbai kicked this off with a first of its cyclothon-- inclusive in its truest sense.

Close to a hundred participants--persons with physical as well as neuro diverse challenges, enthralled the gathering with their spirit, energy and participation.

The Starwings cyclothon was all about celebration of cycling and was flagged off at the Holy Family School Grounds in Andheri East. Some of the races, held on a fine Sunday morning in the last week of January 2023, took the route via MIDC and finding its way back to the grounds, the shorter of the races, also keeping in mind increased day time traffic and safety, were held within the grounds itself.

"I have been on wheelchair events for years but, I am feeling so special being part of an inclusive event with able bodied sports enthusiasts", remarked one of the players, summing up his feelings.

Need we say more?



These are special people. Understand them and become Extra special.

You can do your bit to make Mumbai Inclusive. Check out our website and choose any one of the many things listed on the to-do list.

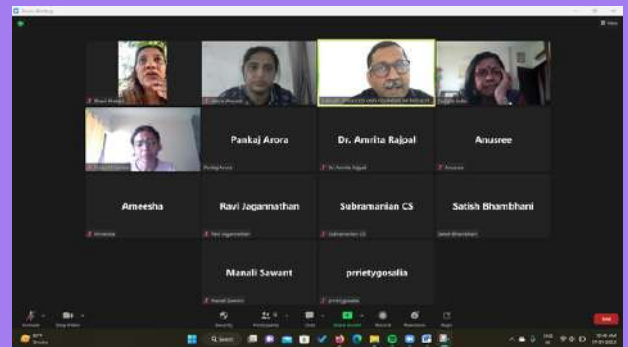
Mumbai Ke Liye Kuchh Bhi Karega



## MAITRI

When a group of motivated 50 year plus individuals get together to give back to society, Maitri happens!

An initiative of Project Mumbai, this idea germinated as a way of using the expertise and experience of people approaching their retirement years, so as not to lose out on their tacit knowledge and to ensure that they remain relevant and agile. This is a win-win situation for both the people in the Maitri group and society and in this case, Mumbai in particular. So this is like a Second Innings program where one continues to have a sense of purpose and everyone benefits.



Though there are many programs within Project Mumbai to choose from, Maitri members are also encouraged to generate new ideas and take accountability for them. So the members are working on the Har Ghar Donor and the Naksha program which are existing programs of Project Mumbai. And they are also coming up with new programs like the Buddy program where senior citizens pair up with young students or the cyber safety and fire safety workshops which Maitri members will now be conducting in their own localities. And these are just a few of the ideas that this amazing group is generating.

The Maitri project hopes to create locality based groups who can take responsibility for the various projects that they would like to implement and support each member in becoming a leader. This is to make it convenient for members to contribute and reduce travel time. A lot of the meetings are also held online to ensure that members find it easy to be there keeping in mind the age factor as well.

We believe that everyone has something of value to offer Mumbai and with this project, we are also building a more inclusive, senior citizen friendly city for all. Please register below to join us in this endeavour and let us together make Mumbai the 'Kindness Capital of India.






## VOLUNTEER SPEAKS

### WHY I VOLUNTEER FOR (PROJECT) MUMBAI



Project Mumbai has coordinated two cleanup activities called Jallosh in which I have participated. I find it praiseworthy to contribute to a cause which is in dire need of active volunteers. The activity of collecting and removing plastic is life saving for the nature around us. The activities were well organized, communication before and after the activity was good and it was also good to get to know like minded people. It would be additionally helpful to collect and separate other throwaways during the same activity, namely metal and paper. Although society at large does not give enough value to these activities, it is directly experiencing a better quality of life through these small accomplishments like the Jallosh plastic clearing activity.

Jaidev Tripathy  
Architect and Artist



While most Saturdays at 10am, I find myself in deep slumber as a result of an exhausting work week, this time I was in a train heading back home from Juhu beach extremely fulfilled and content. I kicked off the weekend cleaning the Juhu coast and picking up discarded plastic. Jallosh, an initiative by Project, allowed me to extend support towards the city and the sea by giving me an opportunity to volunteer. There was something gratifying about surrounded by like-minded people, outsiders and locals, the young and the old, coming together to contribute to the city the the well being of its public spaces. With numerous bags full of plastic collected, new friends made and a fun game of Ludo to cap it off in the end, Jallosh was a wonderful experience and I look forward to participating in more.

Pradip Mannadiar  
IT professional



Bureau Veritas had participated in a beach cleaning event organized by Project Mumbai with theme JALLOSH: CLEAN COASTS on 19th November 2022 at Juhu Beach. It was an incredibly fulfilling and enriching experience for all 28 participants who got to learn a lot about the environmental challenges in the coastal areas of Mumbai and were glad to contribute through this initiative. The organizers were really efficient in managing the event and ensuring that everyone had the necessary equipment and guidance to do their part. The support provided by the NGO volunteer Ms. Mashumi was well appreciated. We look forward to participating in more such events future

Surender Urugonda  
Legal Advisor







# WANT TO BE A VOLUNTEER CHAMP?

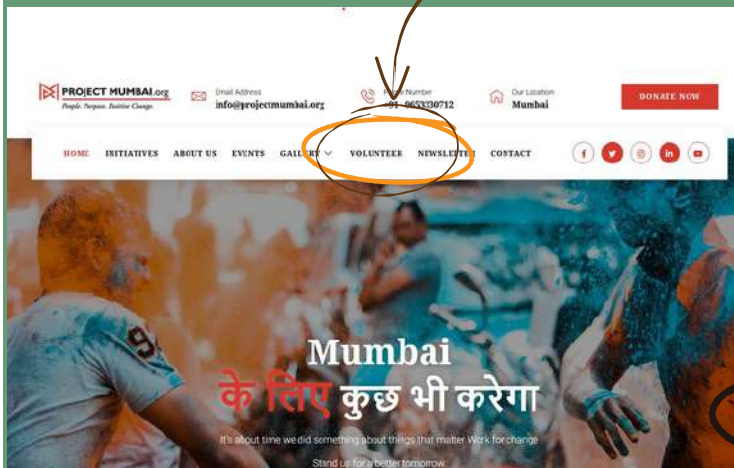


## HOW TO USE THE PROJECT MUMBAI VOLUNTEER PORTAL A STEP BY STEP GUIDE

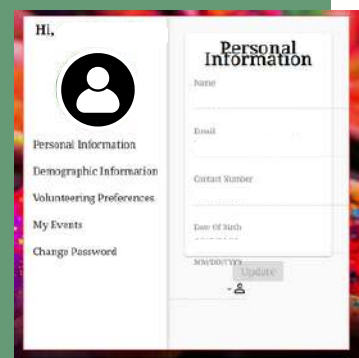
Project Mumbai, in partnership with Morgan Stanley have created a volunteer portal where you can register for upcoming exciting events. This is a how to for navigating the portal:

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

On the homepage click on volunteer and register with us.



Create a profile so we can match opportunities to your interests.



Click on the activity and location you want to join in.  
Click on register, and you are good to go!

We hope to see you at the next volunteer event!





# 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

Capgemini



ADITYA BIRLA GROUP



Ministry of Women and  
Child Development

JPMORGAN  
CHASE & CO.

Morgan Stanley



CONTRAL  
PRINT





**PROJECT MUMBAI.org**

*People. Purpose. Positive Change.*

Winner of United Nations SDG Solidarity Action Award 2020

# We are looking for *weekend volunteers*

Let's Help and Make a Difference!  
Anyone can volunteer!

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reach out to us on:-  
[volunteer@projectmumbai.org](mailto:volunteer@projectmumbai.org)  
+91 - 9653330712

#KindnessCapitalOfIndia

#MumbaiKeLiyeKuchhBhiKarega





# 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 Mumbaikars. 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 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](mailto:shishir@projectmumbai.org)



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



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



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