



Half the year is over, so they say. But for us at Project Mumbai, which includes all of you reading this newsletter, the more exciting half begins now.

The heat is on, literally and figuratively. Not so long back, we had shared our commitment to make Mumbai inclusive--through our initiative titled Samavesh. To make the city friendlier for the differently abled. In the next 45 days or so, the first fruits of our labour would be visible.



To VOLUNTEER

**CLICK HERE**

Separately there is much action brewing in the environment space, on inculcating reading habits among Mumbaikars, digital learning and also our road mapping initiative – Naksha – which so many of you have loved to support.

And a more enriched social media outreach which will update you by the minute on the work we are engaged in for a better kinder Mumbai.

So all those eager to share some time for your city, the time is now. Log into our website <https://projectmumbai.org/> and register as a volunteer, roll up your sleeves and let's get cracking, together.

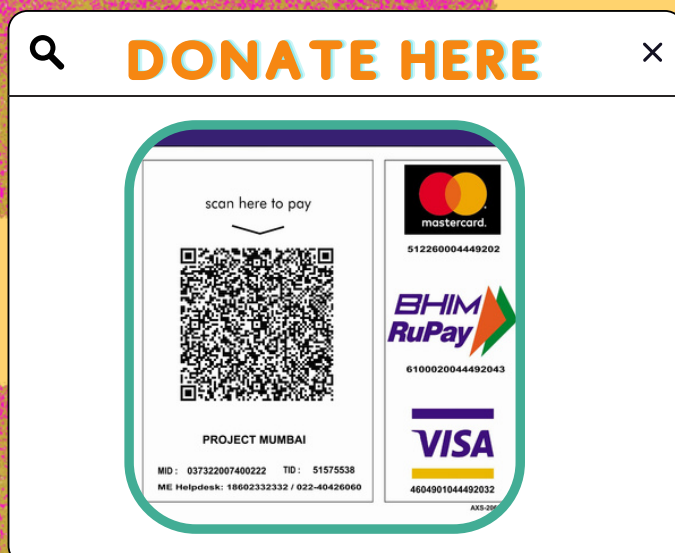
Many of you wanted to know what more you could do to support us.

Pasted below is a QR code, you can scan it to make a donation/contribution that would go a long way for us to achieve our mission to make Mumbai the Kindness Capital of India.

Once you do that, drop me a mail on shishir@projectmumbai.org and we shall issue you a tax exemption certificate for your contribution too. Thank you for your kindness.

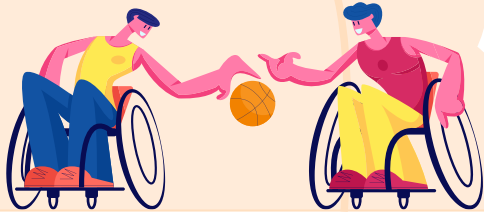
Shishir Joshi

Chief Executive Officer and Co-Founder,
Project Mumbai





MUMBAI KE LIYE KUCH BHI KARENGA



LAUNCHING SAMAVESH @ MANTRALAYA

Project Mumbai's endeavour is to transform this city and the metropolitan region, into a city for all.

A region more compassionate to citizens across age groups.

A city friendly for the elderly as well as the differently abled—both with physical and neuro diverse challenges

Kickstarting SAMAVESH—making Mumbai inclusive was one small step in this direction. A few months ago, we had signalled our intent by supporting the wheelchair basketball team and then, travelling with the teams across locations in a bid to spread awareness. In April, we took this to a new level.

The Chief Minister of Maharashtra, Eknath Shinde, Deputy Chief Minister Devendra Fadnavis, both Guardian Ministers of Mumbai (Deepak Kersarkar and Mangal Prabhat Lodha), the Municipal Chief Iqbal Singh Chahal and a large section of city and state leadership lent their signature to the formal launch to make Mumbai and Maharashtra an inclusive city and state.

Our wheelchair players were the show stoppers, playing a captivating game of wheelchair basketball, much to the cheer and appreciation of the crowd in the premises of Mantralaya—the official headquarters of the Maharashtra Government—another first of sorts.

Simultaneously, the leadership also launched ZARAA SOCHIYE—an awareness campaign to sensitise citizens towards inclusivity



A Wheelchair basketball match enthralling spectators at Mantralaya



Hon. Chief Minister Eknath Shinde , and Deputy Chief Minister Devendra Fadnavis launching the Samavesh Initiative with Project Mumbai CEO, Shisir Joshi

As we all know and believe, inaugurations are only the first few among the tiny steps.

Our next big task is to implement the transformation. Physical—in offices, buildings, public spaces and digital—websites and otherwise.

Project Mumbai, with the support of the BMC and state government proposes to take it as far as possible.

We also plan to create and rally support groups to build listening platforms. To generate skills leading to employment.

More importantly, change mindsets.





A VISIT TO OUR RECYCLING PARTNER

At Project Mumbai we value experiential learning and a hands-on approach to better understand our work. Field visits are an integral part of the Project Mumbai experience including our corporate partners. On the 4th of March the Project Mumbai Environment team and Recycling enthusiasts from L&T Energy (Hydrocarbon) visited Project Mumbai's recycling partner Shakti Plastic Industries' plant in Manor, in the Palghar district.

Apart from the Project Mumbai Environment Team, and enthusiastic L&T employees, two of our ever inspiring Plastic Recyclothons volunteers Robin and Edison also joined us. Both of them diligently manage Plastic Recyclothons drop locations at Kalina and Borivali respectively. We were also accompanied by Journalist Ms. Tabbasum from DD news and her crew.

We reached the Manor plant at around 10.30 am. After a short break for refreshments, Mr. Nilesh from Shakti Plastic took us for a tour of the plant. He and his colleagues showed us around the entire plant and explained to us what recycling is in great detail. We also had a chance to visit their labs where plastic testing is done.

We learnt about the entire recycling process in great depth and the journey plastic makes in its afterlife. A plastic wrapper we donate for recycling goes through a long process of Segregation, washing, grinding,

agglomerating, extruding, and then gets moulded into Garden Benches, pencil boxes and various other products. Breathing a new life into them.

Recycling is the last leg of plastic Recyclothons. Visiting the recycling plant helped us to get a clearer picture about the Recyclothons initiative. Finding the answers of how exactly recycling takes place, to see the magic happening in front of us, was a memory of a lifetime.

The team taking a tour of the Shakti plastic factory, and learning about the recycling process.



This account was written by Sanhita Ganekar,
Project Officer: Environment Team.





GLOBAL RECYCLING DAY - THE CONTEST

Every year Global Recycling Day is celebrated on 18th March under the patronage of Global Recycling Foundation. It is a London based organization which recognizes the people, places and activities that showcase how recycling can contribute to an environmentally stable planet and a greener future for all. Project Mumbai is well known for conducting Plastic Recyclothons every month. To celebrate Global Recycling Day and to underline the importance of recycling and securing a better future for our children, we decided to organize a friendly plastic recycling contest. The purpose of the contest was to get more people to register and donate their plastic waste in large quantities. Winning drop locations were presented with a recycled plastic bench. People across Mumbai enthusiastically participated in the contest. We saw an incredible rise in registrations and in turn, a great collection of plastic waste.





TACTICAL URBANISM

PROJECT MUMBAI.org
People. Purpose. Positive Change.
Winner of United Nations SDG Solidarity Action Award 2020

WINNERS

📍 Daffodils CHS,
Juhu



Drop Location Managed by Green Champion Rhea



Amount of Plastic Waste

70 Kg



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WINNERS

📍 Godrej Central,
Chembur



Drop Location Managed by Green Champion Sona Bhattacharya



No of Flats participating 310



Amount of Plastic Waste 64Kg



PROJECT MUMBAI.org
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WINNERS

📍 St. Joseph the
Worker Church,
Bandra



Drop Location Managed by Green Champion Caroline



No of Registration 50



Amount of Plastic Waste 51 Kg



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WINNERS

📍 Lok Everest
MULUND



Drop Location Managed by Green Champion Priya Parab



No of Registration 32



Amount of Plastic Waste 62Kg



PROJECT MUMBAI.org
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WINNERS

📍 Dreams Complex,
Bhandup West



Drop Location Managed by Green Champion Nazia Sheikh



No of Registration 37



Amount of Plastic Waste 35.5 Kg



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Our Volunteers,
Jaidev, Armaan and Sanhita
managed the proper pick up of all
your plastic Waste. Kudos!



#KINDNESSCAPITALOFINDIA
#MUMBAIKELIYEKUCHHHBIKAREGA



THE PROJECT MUMBAI

RECYCLING GUIDE

Recycling is the process of converting waste materials into new materials and objects. This concept often includes the recovery of energy from waste materials. The recyclability of a material depends on its ability to reacquire the properties it had in its original state. Recycling can benefit your community, the economy, and the environment. Products should only be recycled if they cannot be reduced or reused.



Here are some examples of recyclable materials:

- Paper/Cardboard: Newspapers, office paper, magazines and cardboard without corrugation (think cereal boxes) are all mixed paper recyclable materials.
- Plastics: Some examples of recyclable plastics include water bottles, soft drink bottles, and food packaging.
- Glass: Glass food and beverage containers, windows, mirrors, and light bulbs are all recyclable.
- Metals: Aluminum cans, steel cans, tin cans, and scrap metal are all recyclable

Here are some benefits of recycling:

- Conserving natural resources: Recycling reduces the need to extract resources such as timber, water, and minerals for new products.
- Protecting ecosystems and wildlife: Recycling reduces the need to grow, harvest or extract new raw materials from the Earth. That in turn lessens the harmful disruption and damage being done to the natural world.
- Reducing demand for raw materials: Recycling helps reduce the demand for raw materials needed to make new products.
- Saving energy: Recycling uses less energy than producing new products from raw materials.
- Cutting climate-changing carbon emissions: Recycling reduces greenhouse gas emissions by reducing energy consumption.
- Cheaper than waste collection and disposal: Recycling can be cheaper than waste collection.

"IF EVERY DAY WERE EARTH DAY WE WOULDN'T BE IN THE MESS WE'RE IN."

-NEIL DEGRASSE TYSON

No matter how lovely it is, our world needs us to survive. Every year on April 22, more than a billion people celebrate Earth Day in an effort to stop environmental harm from things like deforestation and pollution. By taking part in initiatives like litter cleanup and tree planting, we contribute to a happier, better planet. American senator Gaylord Nelson created Earth Day to promote environmental education. Since its start on

April 22, 1970, Earth Day has been celebrated by more than one billion people in 192 countries. Earth Day is consistently celebrated as the world's most important day of civic involvement. The theme for World Earth Day 2023 is "Invest in Our Planet," which calls for companies to implement eco-friendly procedures. This breakthrough is anticipated to change the political climate, the corporate climate, and the way those environments move.

People can participate in Earth Day through smaller-scale activities like picking up trash or planting a spice garden in their regular houses. Numerous others also donate their time to planting trees, participating in other environmental initiatives, and participating in public protests against environmental degradation and climate change



The official Earth Day campaigns and projects attempt to increase environmental awareness and bring together groups or individuals with similar beliefs in order to battle concerns like deforestation, biodiversity loss, and other challenges.



Earth Day has become a powerful force in the fight against environmental change and the destruction of nature. We must use this genuinely global movement to act as citizens and governments, clients and companies, people and communities, etc. as we celebrate its 53rd anniversary. It's feasible that it will be essential to human survival.

This Earth Day Project Mumbai celebrated by conducting Jallos-13, Project Mumbai's beach clean up initiative. People came together collectively to make the beaches Mumbai pristine again and make them the centres of community and play they once were.



TACTICAL URBANISM

EARTH DAY - JALLOSH

Corporations, Multinational Companies (MNCs), Schools, Colleges and esteemed organizations such as WWF-India. The Jallosh initiative organizes beach clean-ups at prominent coastal areas including Dadar, Aksa, Juhu, Girgaon Chowpatty, Mahim, Bandra, Powai Lake, and Carter Road.

Through its collaboration with esteemed organizations such as WWF-India, Project Mumbai has magnified the impact of Jallosh by encouraging the young generation to participate.



Jallosh going on at full swing on a bright Saturday morning!

Mumbai is a city that boasts itself of not only its undying spirit but also for the wonderful coastline that gives the Mumbaikars a moment of respite in their busy lives. But this leads to a lot of waste and that's where our project 'Jallosh—Protecting Mumbai's Water Bodies' plays an active role in safeguarding the city's coastline.

Jallosh is a community-driven initiative aimed at achieving cleaner and healthier water bodies. What began as a quarterly event on World Earth Day has now evolved into a monthly undertaking, thanks to the overwhelming support and enthusiasm it has garnered from citizens,



Participants celebrating the end of a successful Jallosh

Jallosh-13 took place in the month of April coinciding with World Earth Day. We also partnered with Shakti Industries for the recycling process. The recycled plastic is then converted into benches, bins among others. Organizations such as Beach Warriors and the Carter Clean-Up Group act as guiding forces for this initiative.

All in all, Jallosh is an enriching experience for all those who attended.

Join us for our next Jallosh, register with us <https://volunteer.projectmumbai.org/sign-in> to play a vital part in keeping our waterfronts clean and safe.



MANASWIN: AN UPDATE

Mumbai has over 30 thousand personnel employed with the police. These range across the city, engaged in various critical roles, at the front and the back end. Manaswin is our humble attempt to create spaces for the police personnel to feel safe, comfortable and open up about their daily life stressors and concerns. This initiative provides emotional counselling and support facilities to the police personnel who end up facing various traumatic situations and bear occupational stress almost on a daily basis.



Mental health team member, Shreya Nanduri conducting a Manaswin session.

Manaswin aims to reach out to police personnel and their families across Mumbai city. Our Mental Health Team conducted mental health awareness sessions across major zones and Police Headquarters as part of our larger agenda of Making Mumbai Emotionally Stronger and Resilient.

The Mental Health Team conducted four sessions in 3 Police Headquarters. One session each in Worli HQ and Marol HQ and 2 sessions in the Kalina HQ. 6 zones have been covered out of 12 so far,

The sessions include a series of activities from awareness building, guided meditation and other activities using props for play such as balloons and ribbons. So the police personnel could take the first step to becoming emotionally resilient.



Right: Mental health team lead, Neha Kathuria leading a Manaswin Session.

left: Police personnel unlocking their inner child by playing with balloons.

Till date we have reached and impacted around 1100+ police personnels of Mumbai. Further, we plan to reach out to families of the police personnels that we reached out to in the first session and also conduct sessions in the remaining 6 Police Zones.



MENTAL HEALTH INITIATIVES

THE SMILING SCHOOLS PROJECT: A NEW CURRICULUM



For the academic years 2020-2021 and 2021-2022, The Smiling Schools Project went completely online due to the Covid restrictions. After schools reopened for the year 2023, Facilitators identified that teachers experienced the most burnout hence the program was tweaked where facilitators took the lead in the sessions based on the needs assessment conducted by them. The Mental Health curriculum was designed in collaboration with the teachers, unique to each school and their challenges. The sessions were planned and conducted by the facilitators with the help of teachers in the classrooms.

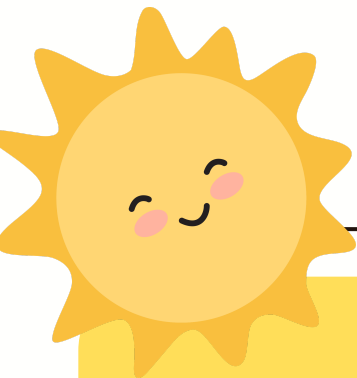


Mental Health Team Lead, Neha Kathuria conducting a Social Emotional learning session with fifth standard students.

In most of the needs assessment done by all the facilitators some common concerns kept popping up throughout the entire academic year across all the schools and teachers burnout was the most prominent one. Hence, for this academic year (2023-2024) The Smiling Schools Project would be more structured down and share a common Mental Health and Life Skills curriculum that would be followed by all the facilitators in all the schools and implemented by the facilitators themselves while taking the required support from the teaching staff. Till the last academic year our program was tapping onto only the students of 5th and 6th grade. Starting from this year we would be including students of 7th grade too.



We curated our curriculum by adopting the SEL Framework (Social and Emotional Learning). SEL according to CASEL (Collaborative for Academic Social and Emotional Learning) has been defined as “the process through which all young people and adults acquire and apply the knowledge, skills, and attitudes to develop healthy identities, manage emotions and achieve personal and collective goals, feel and show empathy for others, establish and maintain supportive relationships, and make responsible and caring decisions.”



The SEL key competencies of the CASEL framework include - Self Awareness, Self-Management, Social Awareness, Relationship skills and Responsible Decision making. Multiple programs have been created to specifically address the problem behaviours, specific classroom and school concerns or life skills programmes that aim to enhance character development of children.

Building on the same, an elaborate curriculum different for each grade (5th, 6th and 7th) with specific lesson plans have been created keeping in mind all the concerns and feedback we got in the last academic year. Another major change this year, would be multiple sessions focused only on safeguarding mental health of our educators. These sessions would focus on creating awareness on why mental health is important and resources on dealing with teacher burn out, compassion fatigue, self-care, etc. We also aim on reaching out to parents so that a small attempt from our side would be initiated to create safer communities where the children would feel comfortable talking and sharing about their mental health concerns for which the most important stakeholder, the parents need to be sensitised first.

We hope this academic year too we would be able to reach out to and make an impact in the lives of our most important beneficiary, the children. We plan on branching out and implementing The Smiling Schools Project across 200 MCGM schools after a successful tenure of the past 4 years and keep on including more grades in the upcoming years.



A SHOW OF GRATITUDE TO OUR RECYCLE CHAMPIONS

The Plastic Recyclothion initiative not only believes in recycling plastic but also gives it back to those who are the backbone of the initiative. The volunteers. These benches are made out of recycled plastic that has been donated by the citizens themselves. They are placed in BMC gardens and BMC Schools. Additionally, Project Mumbai has opened Free reading libraries in a few of the Municipal Gardens of Mumbai, where citizens can come, pick up a book of their choice, and unwind and relax while reading a book.

There are 35+ drop locations managed entirely by volunteers. The locations include schools and large housing societies or communities. Along with the benches being a form of gratitude and appreciation to the volunteers, it also is a great means to educate people about plastic recycling and also to maintain transparency with the citizens.



Some Students and teachers of Children's Academy Malad, receiving a recycled plastic bench as a token of our gratitude

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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