Project Mumbai, in partnership with the Government of Maharashtra, brought together influencers in the public and private sectors from within the Mumbai Metropolitan Region (MMR) as well as outside, for an independent, time-bound and outcome-oriented conference. The meet aimed at drawing up action-points, to be implemented across the next five years. The purpose of the plan was to create a blueprint focussed on benefitting the city of Mumbai and its residents.

The conference was themed around three central verticals:
How We Grow: Delved into upgrading infrastructure in a time-bound manner.
How We Earn: Focussed on boosting economic activity, leading to job-creation.
How We Live: Touched upon quality of life and means to better living.
Dear fellow Mumbaikars,

In December 2018, Project Mumbai hosted a gathering of India’s top influencers to draw up an outcome-oriented action plan for Mumbai and the MMR. As part of the day-long deliberation, public and private sector captains responded to Project Mumbai’s call to action, pledging to lend their might and work for the city they live in, Mumbai.

Adding power to the proceedings was Chief Minister Mr. Devendra Fadnavis. He led the charge, spending close to 7 hours in the audience, taking notes and sharing his vision and agenda, that would better the life of Mumbai’s citizens. He promised that his ‘War Room’ would be utilised to accelerate the decision-making process.

The Chief Minister also promised that the Sewage Treatment Plants for MMR would be operational soon; and within 3 to 4 years, not a single drop of sewage will be disposed in the sea. Our coastline will thus get a breather and a much-needed environmental protection.

All this is good news for Mumbai.

But Mumbai needs much more. The ‘resilience’ of the Mumbaikar, greatly appreciated by the Chief Minister, is being tested every day. Roads are getting narrower, pavements have all but disappeared and public healthcare mechanisms desperately need a boost.

While on one hand, Mumbai prides itself on having the largest infra investment through its public transport network (metro rails); on the other, the politics that has led to the abysmal state of affairs for the BEST buses, is hurting citizens.

On a cheerier note, we are happy to share with you that our tiny steps have begun bearing fruit. The Public-Private-People collaboration is seeing some results as the plastic which Mumbaikars donated so generously for a cleaner city is now getting recycled into benches. They will soon be installed at public gardens.

Project Mumbai is taking baby steps but the initiatives are taking Giant strides. Social Transformation by scale, remains our commitment to Mumbai and MMR.

Some of our initiatives, just some of them, have been listed in this newsletter under Mission Mumbai. There are close to half a dozen more projects and policies which we are working on. Everything that connects us, and impacts people like you and me, in a positive way. In the same breath, this is also an open invitation to like minded and committed citizens.

What is important is that we collaborate. This city needs us.

If you have an idea. A solution to a problem. Or an answer to a cause, we are more than happy to extend our hand and help you in making it see the light of day.

We urge you, dear citizen, to roll up your sleeves, choose your area of interest and join us in any way that is possible, to help upgrade the quality of life in Mumbai, which is our city and our home.

As we at Project Mumbai believe and say, Mumbai Ke Liye, Kuch bhi Karega!

Thank you for your continued support.

Warm regards,

Shishir Joshi
Chief Executive Officer and Co-Founder Project Mumbai.
Chief Minister Mr. Devendra Fadnavis participated for the entire duration of the seven-hour conference, leading the proceedings, taking copious notes and paying heed to the various suggestions being made as panellists outlined their solutions for the city. Following the exchange of ideas and interactions, the Chief minister then presented his action plan.

Key conclusions and details from the report appear in the pages to follow in this newsletter.
Shah Rukh Khan making a fervent appeal to make Mumbai better, as the Chief Minister looks on.
As the report reveals, the conference gave rise to numerous outcomes, with each of these highlights becoming the basis for actionable goals.

Every speaker, each of them being a leading industry name, showed commitment and assured their support to a call to action by Project Mumbai. Without exception, they made specific mention of the areas where they could actively contribute to problem-solving in the MMR and shared details of the role they were willing to take on to reach the desired goals.

Adding heft to the conference were two union ministers, both with strong and established ties to the city: Surface Transport Minister Nitin Gadkari and Industry & Commerce Minister Suresh Prabhu. In their respective addresses, each spoke about infrastructure and business challenges, as well as collaborations that are in the pipeline.

Other luminaries who lent support to the conference with their presence and participation were Bharat Ratna, Member of Parliament (Rajya Sabha) and former India cricket captain: Sachin Tendulkar, reputed industrialist Adi Godrej: business captains Noel Tata and Gautam Singhania: SBI Chairman, Rajneesh Kumar: BSECEO, Ashish Chauhan: Mumbai First Chairman, Narinder Nayar: PWC Chairman, Shyamal Mukherjee along with PWC’s, Hazem Galal as well as heads of various public and private sector institutions.
Amitabh Kant, CEO, NITI Aayog, moderated an engaging session on 'How We Grow'. He ensured that the conversations between him and Mumbai heavy-weights, Municipal Commissioner (MCGM) Ajoy Mehta, now the Chief Secretary of Government of Maharashtra, Metropolitan Commissioner R A Rajeev, private sector captains- SN Subrahmanyan (CEO, Larsen and Toubro) and Sanjay Reddy (Chairman, GVK) remained focussed and decisive.

In the second session, titled 'How We Earn' eminent banker Uday Kotak (Chairman, Kotak Mahindra Bank) wore his heart for Mumbai on his sleeve. He urged the Chief Minister to not cede even an inch to other cities or states when it came to financial opportunities. Kalpana Morparia, CEO and MD, JP Morgan; Ravi Raheja, Group President, K Raheja Corp; Sanjay Nayar, CEO and MD, KKR followed suit, each pledging to support Project Mumbai in upcoming initiatives (more on this shortly).

Right after, Praveen Pardeshi, Additional Chief Secretary, Maharashtra and part of the CMO, now the Commissioner, MCGM outlined what he felt were the government’s priorities and how collaborations can pave the way for a better Mumbai.

Session three, which focussed on a better quality of life for Mumbaikars, had a number of leading personalities taking centrestage. Notable among them was- Ronnie Screwvala, Chairman of Swades foundation, who has helmed many an initiative for the region. He steered the discussion, raising compelling concerns, eventually arriving at solutions, which were reiterated by renowned badminton coach Pullela Gopichand, environmentalist Bittu Sehgal, Ritesh Agarwal, entrepreneur and founder of Oyo Rooms; and Bookmyshow.com founder Ashish Hemrajani. Bhushan Gagrani, Maharashtra’s Principal Secretary, Culture, reemphasized the importance of Mumbai as a tourist destination.
As part of the finale, Mumbai 2.0 brought on stage the actor-cum-tactical businessman, a family man and the ultimate Mumbai success story - Shah Rukh Khan. He engaged in a friendly yet incisive tete-e-tete with the Chief Minister. The star’s light-hearted quip of the CM being his 4 A.M. friend when he felt lonely (in response to the Chief Minister supporting Project Mumbai’s initiative of a helpline on Counselling and Loneliness) was widely reported across media platforms.

At the close of the conference, the Chief Minister was invited to speak. He played with a straight bat with his honest, forthright and candid address. He then proceeded to outline his action plan (which he said would be taken up by the Chief Minister’s War Room in collaboration with Project Mumbai) and then went on to respond to every query, appreciative or critical, that came his way.
The day-long meet was a success and Project Mumbai takes this opportunity to profusely thank the Fellows from the Chief Minister’s Office, specifically Janak Shah and Shiv Seth ably led by OSD to the Chief Minister, Kaustubh Dhavse.

The content was enriched by the support of knowledge partner PwC, led by Manish Agarwal and supported by Sangeetha Raghuram, Alpesh, Nikhil Pande and team. Project Mumbai is also thankful to knowledge partner Mumbai First.

Tata Trusts, Reliance Foundation, K Raheja Corp, Larsen and Toubro, GVK, Bright Outdoor, MMRDA, CIDCO provided the much needed back up to ensure the planning and execution was flawless.
Last, and most critical, was the support of team Project Mumbai - Rimple Dedhia and Ramona Vaz. Special thanks goes to the Advisory Board comprising of Jalaj Dani, Ridham Desai, Mrugank Paranjape and Sanjay Panwalkar, who were steadfast in providing guidance, support and strength at every step.

Mumbai 2.0 went beyond being a day-long event to becoming a five-year agenda.

Since the conference, Project Mumbai has taken up several issues emerging from the discussion and is also following up on the commitments made by the influencers in response to the Call to Action.

Some of these action-oriented goals are taking shape in the form of Mission Mumbai.

In the course of the next few months, Mumbai 2.0 will continuously review the agenda and revisit the drawing board to ensure time and again that the priorities of Mumbai and its residents always remain at the forefront.
Mission Mumbai

Outlines some of its completed projects and some which are underway, which citizens of Mumbai are a part of.

The Mumbai Plastic Recyclothon

When Maharashtra government banned plastic earlier this year, one question remained, What should one be doing with the vast quantity of existing plastic that was polluting our land and sea?

Project Mumbai pitched in, boosting the efforts of the MCGM to implement the ban, with the collective support of Mumbaikars. We launched a campaign that persuaded thousands of Mumbaikars and over 750 schools, colleges, offices and NGOs to donate plastic items weighing hundreds of kilograms.

We did doorstep pick-ups between October 2nd and 8th, celebrating the Indian festival of voluntary giving, Daan Utsav. Afterwards, people continued to donate plastic at the Corporation’s dry-waste collection centres across the city. The work to recycle the donated plastic waste into benches for senior citizens has begun and the Corporation is identifying locations where these will be placed. Sculptor Arzan Khambatta will also create an art work with the recycled plastic.

We are delighted to share with you all that the MCGM Commissioner, Ajoy Mehta, now the Chief Secretary of Government of Maharashtra has directed his team to identify gardens and open spaces of the city where these benches would be installed. Appreciating the concept of a plastic art work, the MMRDA Commissioner, R.A. Rajeev, has identified a spot facing the iconic MMRDA office in the Bandra Kurla complex for the art work placement.

Project Mumbai thanks the people of Mumbai for their generosity in giving away plastic. Their contribution is a tribute to the spirit that the city of Mumbai is so proud of.

The artwork will be dedicated to the city in June, 2019.

Mental Wellness for Every Child in MMR

Mental health is emerging as one of the most significant challenges of modern times. Children are often the victims of mental illness without adults around them realising it. Partnering with trained educators, counsellors and institutions, Project Mumbai aims to reach out to at least 1 lakh children in the next five years and make them emotionally stronger.

Another immediate outcome of Mumbai 2.0, the Government of Maharashtra as signed an MOU with Project Mumbai in ensuring this project is handled seamlessly and a model of PPP (People, Purpose, Positive Change). The project will first require a mapping to look at how many children across the MMR region as well as parents and teachers/counsellors who require mentoring and guidance. Second would be the implementation and the third stage would be referring these children for an early intervention treatment. Private institutions and non-profits who are in this space have come forward to support the Project Mumbai cause.

Project Mumbai invites institutions who would be willing to support this cause financially too.
**Toll-free Counselling Helpline**

This is one of the first projects which is an outcome of Mumbai 2.0.

The Chief Minister also assured full support to this initiative and in the first week of February, 2019 the Government of Maharashtra as signed an MOU, with Project Mumbai to assist in the setting up of this service. Project Mumbai is in the process of setting up a toll-free help line where adults/people suffering from mental health challenges/loneliness can receive counseling. It will be operated on the public-private participation model. The next step is to look for private sector support in funding, training, medico-legal assistance and capacity building. The State’s support would be needed for infrastructure and outreach.

Project Mumbai welcomes corporate partners who would be willing to come on board to financially support this cause.

**Learning Disability Certification Centres across Maharashtra**

Children with learning disabilities, be it writing, reading or comprehension, require a certification from the State medical board/certified hospital, before they can get such a relaxation during examinations. There are very limited certification centres across Maharashtra. All are based in Mumbai. The Medical Directorate has, on the support and intervention of Project Mumbai, committed to increase such centres to every district.

Project Mumbai will in turn partner with medical bodies and ensure that doctors and specialists manning such centers and appropriate trained.

The Government of Maharashtra as signed another MOU with Project Mumbai for the facilitation of the same. Project Mumbai invites partners who could loosen their purse strings and help in faster execution too.

**Seamless Navigation at Hospitals**

Project Mumbai is collaborating with the Directorate of Medical Education, Maharashtra, to create a seamless navigation system for for four civic body and state-run hospitals — King Edward Memorial Hospital (K.E.M.), Sir J.J. College and Hospital, Nair Hospital and Sion Hospital (L.T.M.G.). Millions of people visit these landmark institutions every year and most of them face problems in figuring out where they can get the help they need. The hospital infrastructure is too stretched to guide them better. Over the next few months, Project Mumbai will map every floor, department and section of each of these hospitals and create multiple and multi-lingual systems and processes that will make it easy for visitors to find their way around. JP Morgan led by its CEO Kalpana Morparia has facilitated a pro bono support to create this platform.

The project will start as a pilot in Sion Hospital and then the model will be replicated across other hospitals. The support from the private sector is an immediate outcome of Mumbai 2.0 and the call to action for people of Mumbai and Corporate India to support Mumbai.
Bas Kar Mumbaikar: Anti Littering Drive

Project Mumbai is collaborating with Clean Mumbai Foundation and the MCGM to launch a massive anti littering drive called Bas Kar Mumbaikar (That’s enough, Mumbai residents). This project is to urge and provoke citizens not to litter and ensure that they prevent others from doing so as well. This project gets off to a start by the Mayor of Mumbai on January 30, 2019.

Chaalti Mumbai

Walking is an essential part of the commute for most Mumbaikars. And more than half the people killed on Mumbai roads are pedestrians. A few initiatives by WRI in partnership with the traffic police and the municipal corporation have demonstrated that it is possible to make the roads safe and comfortable for pedestrians. Help us scale up these initiatives across the city. WRI is happy to collaborate with Project Mumbai.

- Car-free Sunday (held in several suburbs).
- 100 Safe Junctions (10 junctions already improved using a science-based approach as part of the Bloomberg Philanthropy partnership with MCGM).
- Super Walkway connecting Siddhivinayak Metro, Prabhadevi, Parel and Cotton Green stations (likely to benefit 2 million pedestrians).
- Managing and regulating parking through the newly established parking authority at MCGM.
- Promoting walking tours of the city Bayline project to redefine the 35-plus kilometres of coastline with an focus on the common man.
Kalpana Morparia,
CEO South and South East Asia, J.P. Morgan.

“It was a pleasure to be part of the discussion on Mumbai 2.0 hosted by Project Mumbai, in partnership with the Government of Maharashtra. I must congratulate the team at Mumbai 2.0 for infusing a spirit of collaboration across all panels and speakers. It was also heartening to see the Chief Minister of Maharashtra so engaged in the event for the entire duration.

J.P. Morgan is committed to Mumbai, a city where we have been serving clients for 70 years. As a citizen of Mumbai, I am personally passionate about the city that is my home. This stems from the pride of knowing that we are all part of a hardworking, entrepreneurial, resilient community. But it is also hard to ignore the plethora of challenges that the city faces. Mumbai is a city with the largest population in the country and day on day we see people with hopes and dreams migrate to this city of opportunities. We need to capitalize on these aspirations, build skills, offer people jobs and feed the entrepreneurial drive that so many of them have. J.P. Morgan sees Mumbai as a thriving eco-system of micro-entrepreneurs. We need to harness this energy through thoughtful programs that focus on basic information to start small businesses and in creating an enabling eco-system to guide and mentor them and give them access to basic funding for the start-up phase and working capital thereafter.

In these times of rapid change in the city, it is imperative that we leverage technology to create a platform that enables all its citizens to actively engage with Mumbai’s governance. It is only through collaboration that we can collectively make Mumbai a world class city.

Our best wishes and support to team Project Mumbai towards a better Mumbai and active citizens.”

Kaustubh Dhavse,
OSD to the Chief Minister of Maharashtra.

“Mumbai, the name evokes a remarkable sentiment. A city of Dreams whose paths are laid with Gold-dust as well as Stardust. People come to Mumbai from all parts of India with a desire to fulfil their aspirations.

Mumbai today has been clearly established as a Financial, Commercial and Entertainment capital of this country. Over the period of last 15 years it has seen exponential growth. This has posed significant Infrastructural, Housing, Transportation and Civic challenges. Over the last 15 years, Government has grappled with addressing this issue but without substantial and sustainable success. The primary reason is lack of strategic vision and focus on looking at the city’s issue holistically. There was a pressing need for a focussed strategy and a team to help deliver the goods to the city. Mumbai was struggling and slowly crumbling.

Mumbai 2.0, a partnership conclave between Project Mumbai and the Government of Maharashtra, was a fantastic experience on many counts. One, it presented the Government to place its progress card on the vision that was laid 3 years ago. An event which was attended by top Political and administrative leadership along with Industry stars captured the imagination of the country.

Second and most critically, it also helped lay down the vision for Mumbai 2.0. A vision which will now build on the enhanced capability and capacity we have already created and at the same time working on the next level of interventions required to make it a truly global city. As committed by the Hon’ble Chief Minister, the action-oriented agenda outlined during Mumbai 2.0 will be taken by the Chief Minister’s War room, in a time bound manner for implementation. The War room is a unit under the CM which has led the successful execution of key infrastructure projects in the MMR region. This unit, set up four years ago, is now one of the most important success stories for the government.
As someone who was born in Mumbai, for me, being part of, Mumbai 2.0, something so revolutionary was a once in a lifetime opportunity. The vision of the Hon. CM who through his leadership inspired the administration to keep differences aside and come together to participate in this unique transformation, something that will be talked about for centuries. Mumbai today has a strong and sustainable future. It is truly on the path to become a global city, one that embraces and inspires. Collaborating with Project Mumbai on the path of progress and implementing the agenda laid down through the strong call to action across the Public-Private-People platform, will be an exciting endeavour for team War room and the CMO.”

Shailesh Gandhi
Former Central Information Commissioner (CIC).
“Mumbai 2.0 was a fascinating experience. We got a fairly comprehensive report on the plans for Mumbai, from some of the most powerful people who can bring change.”

Indrani Malkani
Chairman- V Citizens Action Network (VCAN).
“With Mumbai being the economic engine of the country, it was heartening to hear of the steps taken by the Central and State Governments as well as the Local Authorities, to ensure the long-term sustainability of this City’s socio-developmental growth.
The presentations of the State Government’s senior most officials, along with the Chief Minister, and the Union Ministers, was eye-opening and informative. Their vision of Mumbai 2.0 may be ambitious but, from the way they have been working, seems achievable.
In the midst of this, concerns about the environment and of accessibility related issues for Persons with Disabilities (PwDs), must be addressed. During the interaction session, I was heartened by the positive response of the Chief Minister to my concerns about accessibility of both digital services i.e. Government websites, as well as built infrastructure such as Government Buildings and Public Amenities, to the general public, and PwDs in particular.”

Godfrey D’sa
Founder Director, Prafulta Psychological Services
“Attending Mumbai 2.0 was a distinctive experience! To be with decision makers from different walks of life was indeed enriching. I compliment team Project Mumbai for such a well planned agenda and fantastic execution.
The passion in everyone to make Mumbai a Numero Uno city was palpable! My takeaway of this well-planned conference is a conviction that Mumbai has boundless potential; that we have leaders who are dedicated and committed to take this city forward by giving a better quality of life to regular, everyday Mumbaikars; that we have some of the best entrepreneurs with ideas that can transform Mumbai into an exceptional city. A lot of thinking, planning and development has already taken place. It is time bound execution that we lack. And while we work towards improving our infrastructure, boost our economy and enhance the quality of our living, I believe we have left out our children – their education, health and emotional wellbeing. I would be happy if Project Mumbai organizes another conference and bring experts together to deal exclusively on the wellbeing of children, the city’s genuine wealth. We look forward to healthier collaborative opportunities with Project Mumbai especially in their work on Mental Health.”
JALLOSH-Clean Coasts

Mumbai’s coastline and water bodies will be the focus of a unique massive citizen volunteering initiative this June.

The three-day initiative, starting with the weekend of June 1 and 2 (Saturday and Sunday) and culminating with the World Environment Day on June 5, “Jallosh-Clean Coasts” is unique in its own way as, for the first time, it not only aims at cleaning the beaches, but also, simultaneously draws citizen volunteers to all the four river-bodies of Mumbai.

Operation “Jallosh-Clean Coasts” is an initiative of Project Mumbai, a not for profit, and is being supported by several like-minded and award-winning groups, including Jay Foundation, Mahim Beach Clean Up, Beach Warriors, Beach Please, River March, MAD Foundation, WWF for Nature, The Earth Day Network just to name a few. Jallosh-Clean Coasts by Project Mumbai is not a one-off initiative and has, at a macro level, the support of the Mangroves Foundation, affiliated to the Department of Forests, Government of Maharashtra, and the NEERI (National Environmental Engineering Research Institute). These institutions will also be part of the Task Force.

Mumbai’s Girgaon Chowpatty, the beach stretches along Cuffe Parade, Worli, Dadar, Mahim, Bandra, Juhu amongst others will be the focus areas while Mithi and Poisar rivers would witness the river banks being cleaned of waste by Jay Foundation, #Mahim Beach Clean Up, Beach Warriors, Beach Please and River March, Afroz Shah Group and other voluntary groups.
Awards

Rise Citizen Award

The award is presented to “exemplary individuals who have caused socio-eco-environmental change by their passion and action and who embody the RISE Values-Responsible, Inclusive, Eco-friendly and Sustainable.”

The award was presented to Shishir Joshi at the 6th annual RISE World Summit, 2019, held in Mumbai on January 31, 2019.

According to the citation from Idobro, hosts of the RISE Global Summit 2019,

“Shishir’s work with the Mumbai Plastic Recyclothon and other Citizen movements, has been instrumental in mobilising interest and support in how Mumbai could be free of plastic for a cleaner, more healthy city.”

iVolunteer Award

Volunteer Award  Category: Volunteer Hero

Shishir Joshi conceived 'The Mumbai Plastic Recyclothon’ as an initiative to involve voluntary participation of people across the region to make the community and city cleaner & healthier. The larger purpose was to inculcate a habit of giving, inspire a sense of hygiene & inject awareness of the perils of plastic as well as the benefits of recycling plastic for public amenities. Through this unique initiative the donated plastic will be recycled and converted into benches for senior citizens and a live permanent work of art. The MCGM and MMRDA has approved this initiative. Shishir invested over 200 hours in this project and his key role in the Recyclothon was to lead by example and build a communication network along with confidence among the masses who wished to participate. The Recyclothon resulted in huge participation amongst citizens, institutions and the local administration, as well as created massive awareness, across all age groups as a voluntary act of giving. Shishir wholeheartedly dedicates his time because he "Prefers walking the talk", because by leading a volunteering initiative like this, others too get inspired to take the plunge.
How we can collaborate

BE A CORPORATE PARTNER
Our team will reach out to your institution for larger employee engagement in our social initiatives. You would be part of the ideation and planning process leading up to execution of a designated programme.

VOLUNTEER WITH US
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
Project Mumbai is relentlessly working on initiatives that impact citizens’ lives. We have been fortunate to get pro bono support from individuals and experts from time to time. But some of the services are expensive, some projects require funding and there are costs to be met. We would be happy to have you on board as a donor partner. You can choose a cause we are working on, a project we are associated with or donate to the Project Mumbai Corpus Fund which will get appropriately utilised. Our projects do fall under the CSR Category too. We also assure complete transparency in all financial transactions and use of resources.
The Project Mumbai bank details are mentioned below:
Project Mumbai
Axis Bank Ltd, Andheri West
Account No. 918020096611456
IFSC: UTIB0000740
Send us a text about your donation with your name, address and PAN to telephone no: +91-9653330712
You could also call us on: 022-26704021
Project Mumbai is a platform of collaboration for ideas and solutions from individuals to institutions. Volunteering by individual and corporate citizens will be an integral part of every project we undertake.

This call to action is an invitation to put on our thinking cap and roll up our sleeves. You can join in right away by emailing us your ideas, suggestions and solutions. Our website www.projectmumbai.org will guide you through the process.

Mumbai needs Project Mumbai and Project Mumbai needs you.
We have extended our hand. Will you extend yours?