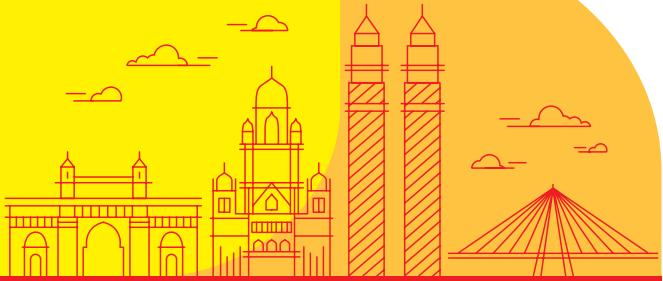




**PROJECT MUMBAI.org**

*People. Purpose. Positive Change.*



**MyCity**

Vol. 2, Issue 3, July 2019

# MUMBAI KE LIYE KUCH BHI KAREGA!



## JALLOSH - CLEAN COASTS

Project Mumbai executed one of the most massive collaborative initiatives to protect Mumbai's water bodies; Jallosht-Clean Coasts, saw citizens, voluntary groups, corporate leaders and governments join hands for waste segregation, clean up and recycling.

Jallosht, as the name indicates, implies the spirit of celebration.

In June 2019, as individuals and organisations were gearing up to commemorate the World Environment Day, people of Mumbai participated in a celebration with a difference.

Project Mumbai initiated Jallosht-Clean Coasts was a collaborative spirit of citizens showing their softer side for a city they love. Mumbai.

Across the various beaches which kiss the western coastline, the mangroves that dot the green belt and the rivers (most people are unaware that Mumbai has four rivers slicing the geography), people of Mumbai, young and old, individuals and groups, rolled up their sleeves and got down to making the coastline cleaner.

◀ Versova Beach: Before-During-After: First the collection, then segregation. Gloves and face masks clad volunteers dug deep, cleaned hard and made a difference.

## *Social Transformation Through Collaboration.*



That is what Project Mumbai believes in.

For us at Project Mumbai, the month of June has been about that.

Conversations with like-minded individuals, groups and institutions. Formulating strategies, widening the canvas and supporting the cause with your might. All your might. Results will be there for sure. In most cases, the transformation will happen. We are experiencing it happen.

For Project Mumbai, bringing people and organisations of Mumbai together to protect the water bodies, through Jalosh-Clean Coasts, was one first step. The immediate result is there for all of us to see, in images, within the newsletter.

This cause needed a collaboration.

The intended outcome of Jalosh-Clean Coasts is to formulate a Comprehensive Marine Littering Policy.

Our relentless battle against plastic waste (we will soon be announcing our award-winning initiative, The Plastic Recyclothon-Ek Baar Phir) has found recognition by the European Union (EU), which has signed up a partnership agreement with us for a greener eco-workspace.

We are also delighted to announce another path breaking initiative through collaboration, with the State Election Commission (SEC).

The "Shambhar Takke Shaii" campaign, as we call it, will work towards converting every Mumbaikar, who is eligible to vote, into a registered voter. Closer to the elections, ensuring that the voter turns up at the booth to exercise his/her franchise.

Yes, the underlying need to collaborate can be felt more now, than ever, with Mumbai in need for solutions in every direction we look.

While we nonprofits too need to lower the height of our walls, it is high time the government too attempts this with far more willingness than is being displayed.

Mumbai now has a new Municipal Commissioner in Pravin Pardeshi. Having played an active role in the bureaucracy team which governed Maharashtra, his decisive approach on challenges, especially mobility, transport and potable water are indeed welcome. But we hope this approach is sustainable.

You've hit the road running Mr. Commissioner, arguably in the most challenging months for the city, its monsoon. Needless to say, the proverbial potholes may slow you down. We hope they don't.

What we hope is that you have a longer stint at the helm, unlike what is being predicted. And if you do, we also urge you to increase your engagement with civil society groups.

Mumbai and Mumbaikars could do with some welcome collaborative approach.

As they say in cricket parlance, a good start and seamless running between the wickets is what a winning team looks for.

Yours truly,

**Shishir Joshi,**  
CEO and Founder, Project Mumbai

# JALLOSH - CLEAN COASTS



(Mithi River, Day 1) Team Morgan Stanley sliced into groups, some picked waste, some segregated it while the rest cleaned it from drums, supported by team Via Green.



Oracle team members chose the southernmost tip of Mumbai, Cuffe Parade to show they care, unmindful of the heat and muck.

June 1, June 2 (the weekend) saw people turn up in the thousands, along Cuffe Parade, Girgaum Chowpatty, Dadar, Mahim, Mithi, Bandra, Juhu, Versova, Malad and adjoining locations. They did not have to look far. Plastic and plastic waste is the carpet which layers these coasts, every day round the clock.

June 5, the World Environment Day, saw a repeat of the people and institutional support.

School children and housewives, working professionals, life guards, beach cleaning groups, celebrities and CEOs, all rubbed shoulders to make the city cleaner. Some provided water, some helped with machines, some came with waste and plastic segregation support and some just cheered. Also present were the volunteers who played the role of coordinators along each of these locations. We are grateful to those who also came forward with financial support.

(Bandra beach, Day 1) This CITI never sleeps; Close to a thousand of the corporate volunteers converged at the Bandra point to engage in the clean up on the inaugural day, led by their CEO, Ashu Khullar.





**2.** Memories are forever.  
While cleaning the water  
bodies was a big hit,  
so also were the selfie  
points, such as this one,  
at each of the locations.

**3.** Imagine the same  
picture of colourful boats  
but with cleaner water  
and cleaner beaches?  
Let us all strive to make  
this a reality. Like these  
youngsters did.

**4.** There is more to  
beaches than picking up  
the waste. It was about  
segregation and then,  
neatly stacking it for the  
trucks to take it away for  
a more meaningful use.



To cater to all, we had selfie points as well. That, of course, was once the cleaning was completed and before the tide turned nasty.

Project Mumbai feels privileged to have lead conceptualised and led this initiative. We doff our hat to all those who came aboard and supported.

You do not get to see this sight as you drive towards the sea link, on the Bandra Reclamation road. Unsung champions, chose their weekend to be at this spot, cleaning Mumbai of its filth.



**Testimonial**

As citizen volunteers heading the #MahimBeachCleanUp, we appreciate the efforts by other citizens and movements such as Jallossh by Project Mumbai that help facilitate volunteer participation. Events such as these foster a sense of community and give a direction to the well-meaning and conscious citizens across the city. They bring together like-minded individuals to pursue a common cause – in this case the preservation of our oceans. The recently concluded drive in June helped a great deal towards the collection of waste, which is supposed to go for recycling. It is a noble cause and helps set a great example for those who want to pursue similar goals and address the problem of plastic waste.

**Indranil SenGupta and Rabia Tewari**  
Co-Founders, #MahimBeachCleanUp

Versova beach kisses the homes of the high and mighty from the cinema world. This waste kisses the thousands who come for a glimpse of the beautiful seas.



Versova: Two sides of the same beach. There is so much space for citizens to walk without having to watch their step. Thank you Mumbaikars.

(Mithi River, Day 1) It is not just the coastline which is littered. The passages which take us to these places are just as filthy. But the spirit is never say die. This was obvious.

I was very happy to be a part of the Jallossh beach cleaning Programme. I love beaches because I love playing in the water and making sandcastles. If we litter our beaches with garbage and plastic other kids like me will not be able to enjoy. Also, if the plastic from the garbage enters the water, it can harm the sea life. The fishes in the sea can accidentally feed on the plastic and choke to death.

I've also sailed on ships with my dad who is a Merchant Navy Captain. I have seen beautiful fishes and friendly dolphins in the open sea. I feel we should protect them, otherwise we won't be able to see them again.

Once a man was buying fish from a shop. He asked, "Can you give me a plastic bag?", and the shopkeeper said, "Oh, it's in the fish."

This is not a joke but a serious problem of our times. So let's keep our beaches clean.

**Aadyant Saxena**

7 years old, Delhi World Public School, Grade III

**Testimonial**

Testimonial



## JALLOSH EXPERIENCE

Jallos was one of the largest clean-up campaigns that covered all the coastal ecosystems comprising beaches, rivers and mangroves. An event of this size requires humungous coordination which was well handled by Project Mumbai. Mangrove Foundation had participation from conglomerates like Maersk and BPCL, responsible citizens and young students. With their support we were able to clear out total waste of 302 kgs under this initiative.

Mangrove trees grow in mudflats that makes most sites difficult to access. One such site was the mangroves along the Gorai jetty. However, the young enthusiastic volunteers did their best in clearing out waste irrespective of the terrain. The students worked relentlessly under the scorching sun on a Sunday afternoon. These bunch of responsible kids believed in doing their bit for the environment. The level of commitment towards keeping our city clean and green was overwhelming. We are happy that we were also able to spread awareness among the general public and the passers-by who got curious about our initiative. The motive behind this initiative was to sensitise people about proper waste disposal and keeping the environment clean, which we believe to have successfully achieved to a large extent.

Corporates also extended their support by participating in this initiative. They helped in clearing waste from mangroves at Carter Road, Bandra. Some of them learnt about Mangrove ecosystem and how mangrove acts as the first line of defence during this event. Two corporate houses worked together to achieve one outcome, proving that people from different spheres can work hand-in-hand towards making our city a better, disease free and more habitable place.

We hope that such initiatives are eye openers for not just citizens but also for the policy makers, and proper waste segregation and responsible disposal becomes a mandatory action under the law. We hope to create responsible citizens so that the law doesn't have to step in at all.

**Moon Bhandari**  
CSR Coordinator  
*Mangrove & Marine Biodiversity Conservation Foundation of Maharashtra a.k.a Mangrove Foundation*

(Mithi River, Day 1) Via Green supported drums of water were used to wash and segregate the waste.



(Girgaum Chowpatty) The day is almost over...the waste is now segregated and bundled. Waiting for the trucks.



Testimonial



### WHY I VOLUNTEERED FOR BEACH CLEANING

Before I write anything about beach cleaning, I'd like to rewind to the 70s and 80s when there was no need for such activities – and why? Simple, there was no plastic! I only remember my water bottle being made of plastic. Our pencil boxes and lunch boxes were made of metal. Everything would be recycled or reused. None of us craved for the latest brand of anything, except maybe the scented eraser. My mother would have a basket for fruits and vegetables that was used forever! Provisions were packed in brown paper bags. We had a small dustbin in our backyard where we would throw 'biodegradable' waste.

brand of anything, except maybe the scented eraser. My mother would have a basket for fruits and vegetables that was used forever! Provisions were packed in brown paper bags. We had a small dustbin in our backyard where we would throw 'biodegradable' waste.

Fast forward to 2019. It's a plastic nightmare. It depresses me to travel by suburban trains in Mumbai because all I can see is plastic, plastic and more plastic. We all know that it will not degrade for 500 years, yet we don't care. Add to that the problem of poor civic sense or lack of awareness and you have the perfect recipe for disaster. Unless people accept that a problem exists, they obviously will not seek a solution.

I see people throwing used flowers wrapped in thin plastic bags into the sea. If they truly want God's blessings, they should stop that first! Next, it's plastic thrown out of trains, including hundreds of mineral water bottles. The times when I've tried to talk to people and educate them, they have told me to mind my own business or been abusive.

I still hope that inspite of all these hurdles, hope exists for this earth choking with plastic. When the Swachh Bharat Abhiyaan began, I was thrilled. If anyone was throwing rubbish around, I'd request them to use the newly installed dustbins.

I pick up whatever litter I can while walking along the road or in the park or at the station. So when I saw the Project Mumbai beach cleaning plan, it was an extension of whatever I'd already been doing on a very minute scale. It was just what I was looking forward to – joining a larger group of like-minded people and to keep encouraging others to join the movement.

The day I went to Mahim RetiBunder for the cleaning drive, I was horrified to see the quantity of plastic in barely one square kilometre. We need an army to clean up beaches; it is no longer just a weekend initiative for some passionate environmentalists. It's the moral duty of every person who lives in this city. One can't turn one's face away from reality. Besides the cleaning, there's tons of other work to be done. The irresponsible dumping of plastic has to stop, so educating people is paramount. Shopkeepers have to stop doling out plastic, which may affect their business. The list is endless, so it'll have to stop here for now.

To sum up, I hope that very soon some genius scientist will invent a material that destroys plastic altogether.

Meanwhile, on a positive note, there's always a way. Praying for all of us and this earth,

Yours environmentally,  
**Jayanthi Nilakantan,**  
*School Teacher,*  
*The Cathedral and John Connon School - Senior Section, Fort*



Let us team up, it is going to be a long day at the beach.



One day at the beach (Dadar).



Tread cautiously. Waste ahead and everywhere.

# JALLOSH IN THE NEWS



hindustantimes

## 16,000 kg trash cleared from Mumbai's waterfronts

The initiative—scheduled around World Environment Day on June 5—is led by non-profit group Project Mumbai to rid water bodies of domestic waste. HT is partnering with the effort to save city's waterfronts.

MUMBAI Updated: Jun 03, 2019 08:31 IST

HT Correspondent  
Hindustan Times, Mumbai



The clean-up was scheduled on June 1, 2 and 3. "The enthusiasm among citizens to change the way we view our coastline and rivers is heart-warming," said Shashi Joshi, chief executive officer and co-founder, Project Mumbai. (HT Photo)

For more visit:

<https://projectmumbai.org/media/>



## Clean-up at 9 beaches, 4 rivers

Sreedev Krishnakumar

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A A A

THE HINDU

Updated: June 03, 2019 08:08 IST

UPATED: JUNE 03, 2019 08:08 IST



## Three-day campaign will end on World Environment Day

A massive clean-up drive, Jallosh - Clean Coasts, was kicked off on Saturday evening with simultaneous clean-ups being conducted at nine beaches and four rivers in the city

THE TIMES OF INDIA

## River Mithi rejuvenation: Eight tonnes of trash collected along stretches

Swati Deshpande | TNN | Updated: Jun 3, 2019, 16:02 IST



MUMBAI: Under a searing 37 degree sky, over 75 volunteers, independent and attached to various voluntary groups, picked away tiny fragments of old plastic trash along with bulky matters along stretches of the 17.2km long parched Mithi river on Sunday morning.

City advocate Afroz Shah who in October 2015 set into motion, what was to soon become the world's largest, most inspirational marine litter cleanups, had invigorated many to go beyond their weekend leisure plans and devote few hours to try and make Mumbai beautiful again. "We are focusing on the first 1.3km of the river," said Shah. The river was so filthy it was called an open drain. The cleaning has already made a huge difference in a span of 28 weekends.

## PepsiCo India Partners With Project Mumbai's 'Jallosh - Clean Coasts' Drive

The initiative witnessed participation of organisations like Beach Please, World Wide Fund for Nature (WWF), River March, Beach Warriors, Mahim Beach Clean Up etc.

BY SANCHITA LISHOI • ABOUT 4 MONTHS AGO • MUMBAI



### RELATED NEWS

Mumbai's Chimpay Prabhu Entered the Guinness World Record by solving Rubik's Cube Underwater



## RECOGNITION FROM EARTH DAY NETWORK



May 23, 2019

Stacey Sher  
Lisa Jackson  
Sir Richard Branson  
Leonardo Di Caprio  
Anand Mahindra  
William D. Ruckelshaus  
Anil Kapoor  
Philippe Cousteau  
Alan Horn  
Norman Lear  
Kathy Calvin  
Tarja Halonen  
David J. Skorton  
Rafe Pomerance  
Ed Begley, Jr.  
Nancy Pfund  
Tom Lovejoy  
Glenn Prickett  
Jamie Rappaport Clark  
Michael Brune  
Peter Shapiro  
Maya Lin  
Jonathan Kempner  
David Levy

Earth Day Network  
1615 P Street, NW, Suite 340  
Washington, D.C. 20036  
Tel: +1.202.518.0044  
Fax: +1.202.518.8794  
[www.earthday.org](http://www.earthday.org)

Dear Mr Joshi:

Congratulations on this wonderful initiative and for the foresight and ability to bring together so many different groups. I am glad Earth Day Network is part of this environment-friendly initiative.

I look forward to meeting with you when next I am in Mumbai. In the meantime, all the best for the tremendous success of *Jallosh* and for our continuing partnership that aims to make our shared home Earth, a greener, and less polluted common place to benefit all Earthlings!

Regards,

Sincerely

*Kathleen Rogers*

Kathleen Rogers  
President  
Earth Day Network



The aftereffect: Volunteers pose for a picture after the clean-up at Versova. Three cheers.

The drill: Before every group stepped in to do the clean-up, they went through a mandatory drill of do's and don'ts. And safety instructions. At the Mithi point, Malhar and Shishir walking the BPCL team through the same.



Easy solution. WWF, Maharashtra engaged participants in a nature quick and games at the Mahim clean up location led by #MahimBeachCleanUp



Lots of work and then some play. The Earth Day Network got children and youngsters involved in a post clean-up Zumba at Juhu beach too.



My Citi too. This little one lives on the street just off the Bandra coastline. Inspired by volunteers, she chose to join the force too.



(Mahim, Day 2) Along the stretch near Hinduja Hospital, Mahim beach saw corporates and individuals spread out and dig out plastic and waste stuck in sand and heaps of rock.



Sea as the link: People across age groups assembled at Dadar beach to give a beauty touch to the beachfront.

We thank Mangrove Foundation, NEERI, Beach Please, Beach Warriors, #MahimBeachCleanUp, Earth Day Network, River March, Jay Foundation, Girgaon Chowpatty Lifeguards Association, Afroz Shah and Date with Ocean, PepsiCo, MAD foundation, United Way of Mumbai, ViaGreen, WWF- India, Fortis Healthcare, Bharat Diamond Bourse, Citibank, BPCL, Coca-Cola, JP Morgan, Marcura, Oracle, Morgan Stanley, Yuva foundation, TCS and The Orchid for their support and participation.

As we at Project Mumbai (and all those who stepped out to join Jalosh-Clean Coasts) cheered, Mumbai Ke Liye, Kucchh Bhi Karega!

# PROJECT MUMBAI LEADS THE CHANGE WITH THE EUROPEAN UNION (EU)



Lead the Change: The EU team with Project Mumbai after signing the partnership on zero plastic use, in Delhi.

**C**oinciding with the World Environment Day 2019, Project Mumbai became the first signatory to partner with the European Union (EU) as part of the EU's Lead the Change partnership pledge in New Delhi.

The EU Green Pledge is a part of a series of initiatives taken by the delegation of the EU to India and the embassies of the EU member states and was launched initially only among member nations, last year.

This year, as part of the #BeatPlasticPollution campaign, the EU delegation and 28 EU member states have not only discontinued the use of harmful plastics including plastic

straws, stirrers, cups, and water bottles in their embassies and residences, but have also switched to eco-friendly materials.

This year's effort was in taking on board partners in India, including nonprofits, governments, institutions, and universities to pledge and adopt the pledge at their workplace and every functional location.

Project Mumbai has since the very beginning led the Say No to Plastic Campaign, through several of its award-winning initiatives including the Mumbai Plastic Recyclothon and Jallosh-Clean Coasts, protecting Mumbai and MMR's water bodies from plastic pollution.

# MENTAL WELLNESS FOR EVERY CHILD IN THE MMR - JUNE 2019



The Mental Health Wellness Board meeting (from left to right): Mr. Sanjay Panvalkar, Co-Founder and Trustee, Project Mumbai, Dr. Avinash Supe, Executive Director, Hinduja Healthcare, Ex-Director, Medical Education and Major Hospitals, MCGM, Mumbai, Ex-Dean, KEM Hospital, Ex-Dean, Sion Hospital, Mr. Shishir Joshi, CEO Project Mumbai, Dr. Kersi Chawda, Chairperson of the Indian Psychiatric Society (IPS) Task Force dealing with College Psychiatry, Dr. Henal Shah, Head of Department of Psychiatry, Nair Hospital, Dr. Chetna Duggal Assistant Professor in the School of Human Ecology, Tata Institute of Social Sciences (TISS) and Project Head for the Mental Wellness initiative and Ms. Malvika Fernandes, Project Co-ordinator for the Mental Wellness initiative.



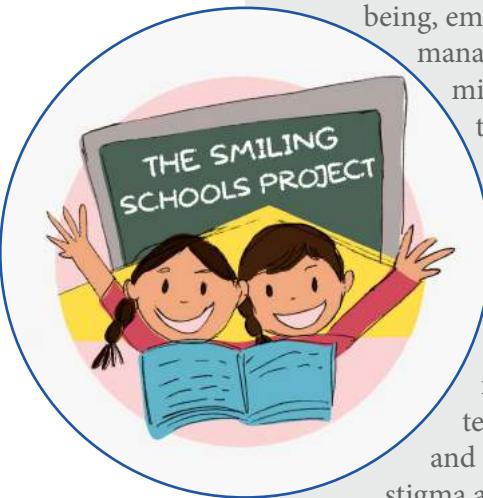
Sound Advice: The Advisory Board of Project Mumbai's Mental Wellness initiative, in deep discussion on the structure of the Program.

Team Project Mumbai sees mental health education as an urgent and pressing need in schools. With this in mind, the team along with experts in the field have begun chalking out a five-year Mental Health Program for schools. Through this Program all school stakeholders – school leaders, teachers, students and parents will be sensitised about mental health. We aim to begin an open dialogue about mental health in schools, to cultivate practices that enhance mental well-being, to address the myths around mental health and to begin a culture of mental health help seeking an appropriate response.

The Program will look at components of school climate, happiness and well-being, emotional regulation, self-management and self-care across middle and high school through teacher training, school projects and parent workshops. What we expect as an outcome of this Program is reduced occurrences of physical and psychological violence in schools, more cohesive teacher-student relationships and peer relationships, reduced stigma around mental health, more knowledge about mental well-being, reduced self-harm among students, more psychological help seeking and response in schools and reduced barriers in connecting with community services.

The time is now to do something about the country's mental health especially when we know that mental illness is preventable. If we start spreading awareness and building knowledge early we will not only support citizens to lead more fulfilled lives, but also help build a truly healthy nation!

Project Mumbai's Mental Health team (as seen in the pictures) consists of stalwarts in the field of mental health. They are seen here crystallising the Program structure and curriculum.



# PARKING POLICY FOR THE CITY



A Mumbai Parking Authority meeting in Progress: The Municipal Corporation of Greater Mumbai (MCGM) is coming up with the revised parking policy for the city. For this purpose, it has set up the Mumbai Parking Authority. (From left to right) Mr. R. Jha, Head of Parking Authority, Mr. Shishir Joshi, Founder, Project Mumbai, Ms. Prachi Merchant, Sr. Urban Planner and Mr. Ashok Datar, Advisory Board Member of MPA, with the urban planning team.

**M**unicipal parking authority for Mumbai was recommended first by MV Asia in 2005 in a study conducted on behalf of world bank on parking in Mumbai. In that year, the parking was quite okay if we consider what it has become now. The parking on roads was estimated at about 40,000 vehicles. This number has crossed 400,000 now! In London, under Transport for London, a unified authority combined the functions of running parking lots for the municipality and managing compliance through fining for traffic police.

Last year, MCGM decided to install such an authority. Its scope is to be decided as yet. The Mumbai Parking Authority(MPA) will play a critical nodal role as an apex body bringing various institutions related to mobility under one authority. It is mapping the parking in Mumbai in a scientific manner - both on road as well as off road. MCGM sanctioned about 80 projects of various builders to build parking lots in their projects - typically in basement or first or second floors of their high rises. So far about 35 projects have become operational providing much needed well protected parking at reasonable charges on hourly or daily/nightly basis. There are about 40,000 parking spaces. These are not widely known. Besides, as per the rules, nobody can park within a radius of 500 m from such projects.

Now the parking authority is working with the traffic dept of MCGM and the traffic police to ensure that these parking spaces are known, fully used and the roads around such lots are free from parking. Current utilisation is below the desired level. But it will increase in the near future. In a couple of years, all the remaining lots should become operational. The authority should take a proper shape in a few months but it is busy in getting new ideas and provide much needed parking in Mumbai. There is a plan to develop a parking pool in the city whereby spaces in BEST depots are available for parking during the day when the buses are out. Similarly, there is an idea to mobilise idle parking spaces in housing societies, shopping malls and other accessible places for public parking off the road. This can contribute to freeing the road space for carriageway and reduce the traffic congestion.

This is a new way to look at a very complex problem and let us hope that Mumbai will be a better city to drive in during the next couple of years.

— **Mr. Ashok Datar for Mumbai mobility forum**  
*(Mr. Ashok Datar is an Advisory Board Member of the newly constituted Parking Authority. So is Project Mumbai, represented by Shishir Joshi, Founder and Chief Executive Officer)*

# THE PLASTIC RECYCLOTHON: EK BAAR PHIR

The Plastic Recyclothon, a unique initiative of Project Mumbai, launches its second mega plastic donation, collection and recycle drive this October, 2019, celebrating the people's festival of giving-Daan Utsav.

Last year, despite a very short turnaround time in participation, close to 85,000 people of Mumbai

(school children, young and old, corporate citizens, housing societies and institutions) came forward and donated their plastic. Project Mumbai, through its collaborative partners, not only facilitated a doorstep pick up of the plastic from over 500 pick-up points, but also had the plastic segregated and whatever was possible was recycled.

We are also delighted to share with you all that the plastic was reused in two forms-

One portion can now be seen in the form of a permanent work of art, created by eminent sculptor, Arzan Khambatta, and is placed at the entrance porch of the MMRDA Headquarters in Mumbai's Bandra-Kurla complex. While the rest of the segregated plastic was recycled into benches, some of which are ready and placed at different gardens of Mumbai, including a few along the artwork in BKC.

This marks a symbol of people's give-back to the city, with their "Plastic Daan" being utilised as amenities for their own city.

This year, responding to the massive support from people across geographies, Project Mumbai proposes to take this initiative multi-city while attempting to change lives and better our environment across people of the Mumbai Metropolitan Region (MMR).

The Plastic Recyclothon by Project Mumbai is an award-winning initiative urging people to reduce consumption of harmful plastic which is damaging the environment. At the same time, this has emerged as one of the largest Public-Private-People Partnerships for a cause.



This year, we invite mad-hatter citizens with a passion for a better city, to come up with ideas which can help recycle the plastic into a better shape, size and use.

The contributor/s of the most practical ideas will be felicitated by Project Mumbai and duly recognised.

Needless to say, the idea needs to be supported by a substantive approach in the design and use of the plastic.

To participate in the PLASTIC DAAN-MEIN-JAAN CONTEST, you can log on to <https://projectmumbai.org/plastic-recyclothon-ek-baar-phir/> and send in your constructive contribution. The last date for entries is October 8, 2019.

# SEAMLESS NAVIGATION AT CIVIC HOSPITALS

Well designed and neatly painted signages. Technology supported navigation. Ease of movement.

Such things we naturally associate with well-endowed private institutions.

Mumbai's civic hospitals will join that list. Thanks to a multi-stake holder initiative led by Project Mumbai.

The Navigation System by Project Mumbai aims at creating an app-based service (and we thank team JP Morgan and its noble vertical, Force for Good for working overtime and pro bono to put together this technology) which will enable every handset owner to locate their destination within the hospital with ease.

Greysell is the other group which we doff our hats to. This creative team has contributed its time and energy to create the designs for the physical signages.

The Hospital Navigation system by Project Mumbai



Navigating for better Doctor Patient relationship: Project Mumbai's Navigation system for Civic Hospitals, chalking out the course of action with team JP Morgan (Force for Good) and team Sion Hospital,during one of the earliest meetings, led by the then Dean, Dr. Mondkar.

aims at reaching out to four civic hospitals in Mumbai. Sion (LT Municipal Hospital), Nair Hospital, JJ Hospital and KEM Hospital.

The pilot initiative has begun at the Sion hospital. We also appreciate the time and effort of Team Sion Hospital to enable our teams to survey the buildings, passages and rooms for the

same. For doctors to take their time out and engage with patients, on their needs other than medicine, is hugely commendable.

The initiative will be ready to launch in a few months from now.

Watch this space for more (<https://projectmumbai.org/seamless-navigation-at-hospitals/>).

(If you wish to contribute and support this initiative, please write to us at [info@projectmumbai.org](mailto:info@projectmumbai.org))

How often do we encounter situations where even our close friends abstain from voting because their voting registration is not in this city and they have not transferred it?

Or worse, some within our circle of help who are not just registered at all.

Voting, we are all aware, is a constitutional right for all citizens over 18 years of age.

But not being registered prohibits us from even thinking of exercising this right.

Shambhar Takke Shaai (100 percent inked) is a unique initiative of Project Mumbai, in collaboration with the State Election Commission (SEC), Maharashtra.

Our effort is to reach out to you, all of you who have either never been registered as voters or, have for some reason not transferred your voting registration from your original city to Mumbai.

This also applies to those among you, whose house help, or vendors, or their families are of voting age but unregistered.

Do you know this entire process takes not more than a few minutes?

Project Mumbai's team of volunteers, supported by young champions of Mumbai University will

across the month of August reach out to you, corporate citizens and you, my dear college friends, and make your voter registration a seamless and happy experience.

In the first phase, this August, we plan to reach out to every unregistered voter across at least 100 colleges in Mumbai alone.

We will also be setting up registration desks at corporate houses, only by invitation, and facilitate registrations there.

If you are a business institution and want our team to reach out, or a college not on our list as of now, here is your opportunity.

Similarly, for those not part of a college or a Corporate house, we are here for you as well.

All that you need to do:

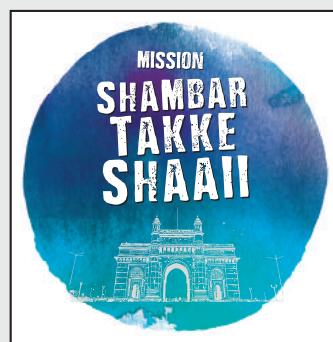
Log on to <https://projectmumbai.org/shambhar-takke-shaai-sts-mission-2022/> and look at the details, the documents you are required to submit and then fill in the form.

Don't be surprised to find your voter registration number in your inbox earlier than expected.

We are not expecting a thank you in return.

Mumbai Ke Liye, Kuchh Bhi Karega.

Let's register and get others registered as well.



100%  
सभी



in  
partnership  
with



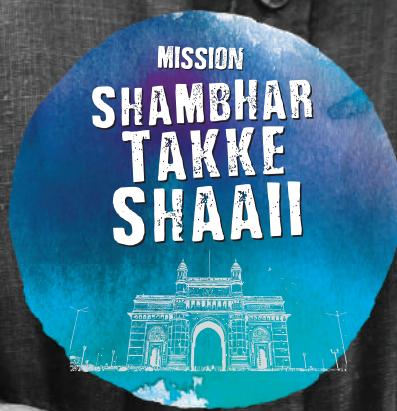
# "Politics is a dirty game."

But are you even  
eligible to clean it up?

Don't Postpone. Become A Registered Voter Today!

If you wish to get registered to vote or want our  
Voter Registration Counters set up in your office,  
log on to [www.projectmumbai.org](http://www.projectmumbai.org).

Mission #ShambharTakkeShaaii



Support partners:





in  
partnership  
with



**"India hai boss,  
yahan kuch bhi  
chalega."**

But are you also responsible  
for this 'chalta hai' attitude?

Don't Postpone. Become A Registered Voter Today!

Voter Registration counters will be available  
in your college this August and September.

For more details, log on to [www.projectmumbai.org](http://www.projectmumbai.org).

Mission #ShambharTakkeShaaii

MISSION  
**SHAMBHAR  
TAKKE  
SHAII**



Support partners:



University of Mumbai



**Rotary**  
District 3141





in  
partnership  
with



"why waste  
**3 days**  
of CL to go to my  
**native place**  
and vote."

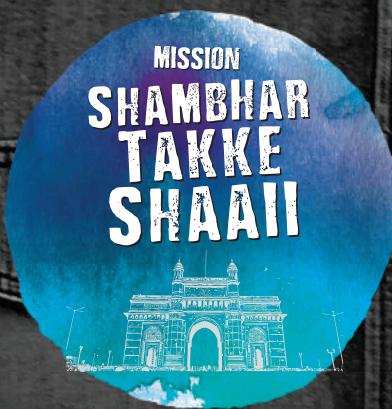
But did you know that  
you needn't leave town?

Don't Postpone. Become A Registered Voter Today!

Voter Registration Counters will be available  
in your office this August and September.

For more details, log on to [www.projectmumbai.org](http://www.projectmumbai.org).

Mission #ShambharTakkeShaaii



Support partners:





in  
partnership  
with



"**Nothing** has and  
**nothing**  
**will ever change in**  
**India.**"

But when will you  
change your attitude?

Don't Postpone. Become A Registered Voter Today.

For more details, log on to [www.projectmumbai.org](http://www.projectmumbai.org).

Mission #ShambharTakkeShaaii

MISSION  
**SHAMBHAR  
TAKKE  
SHAII**



Support partners:



# LET'S COLLABORATE!



## 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.

Log on to [www.projectmumbai.org](http://www.projectmumbai.org) for more

There is a cause waiting to be championed. You could be that champion.

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

Subject: Volunteering4ProjectMumbai

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

## DONATE FOR A CAUSE

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

The Project Mumbai bank details are mentioned below:

Project Mumbai  
Axis Bank Ltd, Andheri West  
Account No. 918020096611456  
IFSC: UTIB0000740

Send us a text about your donation with your name, address and PAN to telephone no: +91-9653330712  
You could also call us on: 022-26704021

## SHARE A SOLUTION

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

We will help take you to the right civic authority.

Write To Me:  
[shishir@projectmumbai.org](mailto:shishir@projectmumbai.org)



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



@projectmumbai1



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



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