Mumbai does give us plenty of reasons to be angry about. Traffic, pollution, absence of basic amenities including footpaths, leave aside a complete neglect of support to the elderly or the differently abled. Governance sucks. Well well well. Then what are WE doing about it? What can I do?

Less than three years ago, the city went through its most severe health crisis of recent times, during COVID. Cross my heart but those who rescued the city were the ones who volunteered. Not just philanthropists who were generous with financial support. Technocrats who stepped up with their skill, but most importantly, citizens who volunteered their time for Mumbai.

At the forefront of making Mumbai a better place, we at Project Mumbai are committed to making a positive impact on our city. We believe in the power of volunteering and the role it plays in creating change. The work of our volunteers is a testament to the fact that when people come together and give their time, energy, and resources to help others, amazing things can happen.

In this beautiful issue are examples and opportunities that we have created with our volunteers. Evidence that yes, It Is INDEED Possible. Volunteering isn’t just a way to give back to your community or make a difference, it is also a way to build connections, gain valuable experience, and develop new skills.

By encouraging citizens to volunteer, we are not only helping them make an impact, but are also helping them grow as individuals and make a meaningful difference to others who share their values.

So together, let us keep up the amazing work. And celebrate the power of volunteering and the impact it can have on the lives of people. All that we ask of you, is your time.

KUCHH PAL, APNEY SHEHER KE LIYE. Itnaa to bantaa hai BOSS.

Promise us to volunteer your time. We promise you an exciting Urban Environment in Mumbai.

Shishir Joshi
Chief Executive Officer and Founder, Project Mumbai
A FACE IN THE CROWD
MEET SOME OF OUR VOLUNTEERS:

**Edison Varghese, 54**  
Partner in Cleanworld Enterprises  
*Volunteer for The Mumbai Plastic Recyclothon*

“I volunteer because I am passionate about protecting the environment. Plastic recycling is one of the best ways we can participate in the same. Also, people around are sensitive and support the cause.”

**Nivita Sharma, 10**  
Student, Podar International School  
On April 6, 2024, I joined my mother and sister for a beach clean-up at Juhu Beach, where we were welcomed by the “Project Mumbai” team. Before we began cleaning, the host asked us some simple questions. Since no adults were responding, my sister and I answered all of them. The questions were about the types of litter found on beaches and their impact on marine life. I gathered numerous plastic spoons during the clean-up; it seemed more like a party garden than a beach. Discovering many dead crabs was unsettling. I worry about the possibility of finding an ocean filled with floating plastic instead of clear water one day. Therefore, I am committed to participating in these clean-up drives to make my contribution towards a cleaner environment. I take pride in my efforts to do so.

**Niyati Sharma, 10**  
Student, Podar International School  
I like to keep my beaches clean, so I pick up trash whenever my family visits a beach. But, recently I became a part of the beach clean-up drive “Jallosh” under “Project Mumbai”. While I was there, I found medicines in glass bottles, thermocol pieces, many plastic caps, tiny plastic wrappers and many dead crabs. I discovered a draining pipe pouring itself out on the beach, it was smelly, dirty, and simply disgusting. That was a dumpster full of trash and we picked up a lot of waste in our bags from there. I want to ask only one question, how much more litter we humans are going to dump at our beaches before it becomes too late??

(Twins Nivita and Niyati volunteered for Jallosh~Clean Coasts)

**Nishant Sharma, 28**  
Investment Banker, Mizuho Securities India  
*Volunteer for Jallosh~Clean Coasts*

“As a volunteer with Jallosh~ Clean Coasts, I find inspiration in the chance to create a real impact in safeguarding our environment. Playing a part in cleaning up these shores gives me a deep sense of purpose and pride in belonging to a community committed to environmental responsibility. Every bit of litter removed brings us closer to a cleaner, healthier coastline, which keeps me driven to stay involved in this meaningful cause.”
Mental Health is a trending dialogue on various social media platforms. However, it is still not a dinner-table conversation in many homes in India. I’ve been volunteering to conduct sessions on Mental Health for Project Mumbai under the project/programme: AGNIRAKSHAK at Byculla Fire Station for a while now. If you ask me what inspired me to do so, you’d hear the cliche, “spreading awareness”! Nevertheless, the subject matter addressed is motivated by something I passionately believe in.

Ramesh Shenoy, 68
Retired Airline Crew Member
Volunteer for Har Ghar Hai Donor initiative conducting organ donation awareness sessions

There are many organizations working for the noble cause of raising awareness about organ donation. However, what inspires me about Project Mumbai’s unique concept of ‘Har Ghar Hai Donor’ is that having just one member in each family be a donor can lead the whole family, community, and eventually the whole nation to become aware of the importance of organ donation.

“There are so much that is very vague to our population regarding Mental Health. Mental Health Care cannot and mustn’t function like a quick fix – like a tablet for seasonal flu. Ultimately, it’s our choice, but to make a well-informed choice, we must know better, and it is that better I want persons of all age groups who attend our sessions to go home with!”

What inspired me to volunteer at the Kala Ghoda Arts Festival with Project Mumbai was its thought of making Mumbai Inclusive and Accessible. I believe in the power of community-driven initiatives to create positive change, and being able to spread awareness about inclusivity and sustainable practices like reusing plastic felt like a meaningful way to make a difference. Additionally, being part of the heritage walk for people with disabilities was a humbling experience that reinforced my commitment to serving others and advocating for equal opportunities for all.”
A Recap of what we at Project Mumbai did for Jan-Mar 24 and a sneak-peek into Your role in the exciting volunteering journey ahead!

Jallosh~Clean Coasts
Jallosh is an award-winning monthly beach clean-up initiative where hundreds of fellow citizens join to restore our shores and make a splash in ocean conservation.

Impact:

Event Highlight:
Project Mumbai hosted a Beach Fest joined by the UN representative to India Shombi Sharp, UN Chief of Staff in India Radhika Batra, Grammy winner Ricky Kej and Wizcraft founder Sabbas Joseph at Mumbai Festival. Earth Hour Tide-Turner: 200+ Eco-Enthusiasts Unite with Project Mumbai along with WWF India for a Beach Clean Up at Juhu.

Coming up Next!
Jallosh~Clean Coasts happening on May 18th, Save the Date. Special Holiday Beach Clean up for Kids happening on 20th April at Juhu. Ready to Roll Up Your Sleeves? Join Jallosh~Clean Coasts! Scan the QR Code, Save the Dates, and Dive Into Action!

Who’s In?
All Ages Welcome to Ride the Wave of Change and Be the Difference!

Agni Rakshak
A fire safety workshop conducted every month at the Byculla Fire Station.

With over 200+ participants trained with life-saving skills and promoting community resilience. You can be one too! Attend the fire safety workshop conducted on the first Saturday of the month at the Byculla Fire Station. You can be a citizen volunteer with us. To know more write to us at volunteer@projectmumbai.org
How can you Volunteer?
Join The Mumbai Plastic Recyclothon drives, held every month. Participate in awareness sessions to learn more about plastic waste management.

Did you know?
Project Mumbai has created a Zero Waste Garden at the Byculla Zoo? Next time you visit don’t forget to check it out. We would love to have your feedback.

Impact:
- Conducted 12 Plastic Recyclothon drives between January and March, engaging over 85,000 citizen volunteers.
- Collected over 6100 kg of plastic waste, donated to Project Mumbai for recycling.
- Organized two awareness sessions reaching 1,900 citizens.
- Extended efforts to Vasind and Dahgaon a small town in Thane with 12 awareness sessions and collected over 2100 kg of plastic waste.
- Transformed recycled plastic into benches, compasses, pens, and pots for citizen use.

Coming up next:
Turning Schools to ZERO WASTE CAMPUS - It’s Sustainable and Inclusive Schools Project. A school that displays through action a No Plastic-Waste, No E-Waste, No Dry-Waste and No Wet-Waste every day of the year. To know more and be a part of this email us at environment@projectmumbai.org

How can you Volunteer?
Join The Mumbai Plastic Recyclothon drives, held every month. Participate in awareness sessions to learn more about plastic waste management. Sign up as a volunteer through our website or scan the provided QR code.

Impact:
- 14 organ donation awareness sessions across 4 RTOs i.e Andheri (W), Wadala, Vashi, shattering misconceptions and fostering understanding.
- Several citizens stepped forward and pledged as organ donors, marking a 1% conversion rate.

Har Ghar Hai Donor
Har Ghar Hai Donor: An Organ Donation Awareness Initiative! Join us for awareness sessions held at RTOs, schools, and housing societies, igniting the spirit of organ donation in every home.

Impact:
- Become a voice for organ donation in your community, advocating for its importance and dispelling myths.
- Choose to take up awareness sessions in your societies, schools, colleges, and workplaces and inform people that each one of them can be a superhero and save as many as 9 lives.
- We have been creating Asli Heros in your neighbourhood everywhere – You can be Next. Be our Asli HERO. Pledge to Donate.
- Offer your time and expertise to help organize and facilitate organ donation awareness events and sessions. Become a Volunteer write to us at organdonation@projectmumbai.org
Prioritizing well-being and fostering a culture of understanding and support. Introducing our mental health initiatives, designed to promote mental well-being in the community.

Impact:
- **Samvaad**: 80+ calls, lending an ear to adolescents in need.
- **The Smiling Schools Project (TSSP)**: 2100 sessions, nurturing 6000+ young minds across 57 schools.
- **Nayi Disha**: 45+ counselling sessions, fostering hope in prison inmates Byculla and Arthur Road Prison.
- **Manaswin**: 4 empowering sessions at Zone 1 - Colaba, Zone 5 - Mahim, Zone 8 - BK, Arthur Road Jail - Mumbai Central, equipping 200 police personnel with mental resilience.

**Unlock your potential!**
Be a voice for mental health in your circles, spark conversations, and break the stigma. You can read our Mental Health Newsletters to know more. Scan to know more. Dive into volunteering opportunities to support mental well-being initiatives.

**How to Get Involved?**
Step up as a volunteer. Share our SAMVAAD helpline number (18001024040) for Adolescents in your contacts. Join hands in facilitating mental well-being sessions, sharing your empathy and understanding.

---

**CAN YOU SPOT DIFFERENT PLACES OF MUMBAI?**

Let’s see if you’re a true Mumbaikar!!!

Check out this Mumbai specific word search and spot the different places that you can see. Let the games begin 🥳

```plaintext
G G W K I E D Y B B R I O G
R G O L T H I W J B A I N T
T J I K A E M A A D K R A N
A I A R P A A A W K R E S I
H A A D N O D R A A D N G O
G V A D P N R D L H G R A P
I R B O C H A N H E W A A N
H A E L O K H A N D W A L A
B I B I L A Y B G A I A R M
O R N O A B A N G A N G A I
H T I O B A S E N I R A M R
D I E R A B A W D T E M I A
O I N D G A T E W A Y A N
K R A P I J A V I H S A N N
```
Driving noble cause to RTOs

Shriram Joshi, CEO and founder of Project Mumbai, said: "As most of the driving licence forms are filled by RTO agents, awareness among them is necessary so that they can also motivate people to pledge their organs." Project Mumbai has been organizing these awareness camps at Wakala and Ambani RTO offices every Wednesday for the last three months. It plans to start the programme at the Borivali and Thane offices soon.

A co-founder of Amor googly Foundation, which is running the drive with medical expertise, Niti Goel, and another group, Matari, has also been a volunteer with Sushant Singh Rajput, who leads the group, said: "Senior citizens have been our best champions when it comes to transforming minds. The response from citizens has been overwhelming. The revolution that each one of us can contribute to save at least nine lives is the game changer."
PROJECT MUMBAI PARTNERED WITH KALA GHODA ARTS FESTIVAL AND MUMBAI FESTIVAL WITH THE AIM TO MAKE THE FEST A ZERO WASTE EVENT AND INCLUSIVE FOR ALL.

An Inclusive walk to explore Aapli Mumbai in association with Khaki Tours for persons with disabilities was done during the Kala Ghoda Arts Festival.

An Inclusive Music Performance in association with Udaan during the Kala Ghoda Arts Festival.

Inclusive Live Painting in Association with Atypical Advantage at the Project Mumbai KIOSK at Kala Ghoda Arts Festival.

ANTARCHAKSHU conducted in partnership with XRCVC during the Kala Ghoda Arts Festival involved an Inclusivity workshop to raise awareness and promote inclusivity towards persons with disabilities.

SCAN TO CHECK OUT MORE FUN MEMORIES CREATED AT PROJECT MUMBAI
The Byculla Zoo welcomed individuals with disabilities for an inclusive stroll in the zoo for the first time, as part of the Mumbai Festival.

Project Mumbai teamed up with WWF-INDIA to rally around 200 citizen volunteers for a massive Beach Clean Up at Dadar.

Celebrating Global Recycling Day, over a hundred students at Joglekar Wadi MPS School in Mumbai pledged to stop using plastic bags with the Maharashtra Pollution Control Board and Project Mumbai.

Project Mumbai’s Mental Health team supports personnel in uniforms by providing mental health awareness and tools for maintaining mental well-being during duty through project MANASWIN.

READ MUMBAI visits Byculla and Arthur Road prison with a batch of donated books from kind citizens.

SHARE YOUR MEMORIES WITH US AND TAG US@PROJECT_MUMBAI
With 15M white-collar employees in corporate India, a potential 300M+ hours can be volunteered annually by companies. This is equivalent of 150,000+ full-time staff working on social and economic causes! Additionally, various studies have shown that volunteerism helps individuals to improve their mood, relationships and soft skills. Companies also benefit through improved employee engagement, retention and leadership development. Yet, despite these benefits, employee volunteering rates in corporate India remain low at 8%, and, at an industry-level, a corporate employee on average volunteers less than 1 hour a year. So, what can companies and NGOs do to fulfil the potential of employee volunteering?

Time is considered to be the biggest barrier for people to volunteer. Providing paid volunteer time-off is one key incentive to facilitate more corporate volunteering. For instance, Cisco in India provides 80 hours of time off annually to each employee to volunteer!

Further, introducing dedicated days or weeks of service is a great way to build a company culture of giving back. Tata’s Volunteering Week, active since 2014, mobilizes employees from 75+ Tata companies all across India. Tata Group also runs a formalized skills-based volunteering program called ProEngage, which allows their employees to volunteer their time & skill to support NGOs to build their operating capacity.

While companies can help to create an enabling volunteering environment in the workplace, NGOs on the other hand would need to innovate new models of volunteering to effectively leverage employee’s time & skills. Creating new volunteer-led solutions to solve various societal challenges (like rising water crisis in India’s big cities) will be paramount to tackle problems at scale, promote behaviour change and build a sense of individual social responsibility.

Additionally, NGOs can also track impact on volunteers, and capture their learning & growth through the act of volunteering. Building such data and case studies will only improve the ROI for companies to further invest in and scale their employee volunteering programs.

By harnessing the collective power of employees, companies and NGOs, we can drive meaningful & sustainable social change and realize the vision of Every Indian Volunteering!

Kartikye Aggarwal
Growth Strategist
India Welfare Trust
(India Welfare Trust (IWT) promotes citizenship, philanthropy and volunteering in India)
At any given time in the history of the world, societies around the world have grappled with various issues. Today’s overarching threats, climate change and nature loss, have only added to an array of afflictions, including socioeconomic inequality, gaps in education, and neglect of the vulnerable, to name a few. It falls on each one of us then to contribute to alleviating these issues. But how does a concerned citizen move beyond the anxiety of knowing about a problem to actively address it?

Non-profits offer a platform for conscious community members to contribute their time and energy to noble causes. Moreover, working with NGOs can have a profound positive impact on both the individual and the society.

Conservation organisations like the World Wide Fund for Nature – India (WWF-India) have created a movement to inspire people to care for nature while also empowering them with the scientific knowledge and tools they need in order to contribute meaningfully. Collaboration between multiple organisations allows for a multi-faceted approach to a problem, enabling amplified reach and impact.

A case in point is the partnership forged between WWF-India and Project Mumbai. The latter’s clean coasts movement, Jallosh, is one of the largest volunteer-driven campaigns today. Its monthly clean-up drives tackle the domestic waste that’s choking water bodies across Mumbai. Together, the two organisations have been able to engage more than 3,000 volunteers over two years.

This campaign is a testament to the effect of WWF-India’s message: ‘I Matter’. It is the belief that one person is capable of creating a world of change. Volunteers make up the engine driving such campaigns, covering an ever-expanding area and influencing more and more people to join the cause. In return, these volunteers benefit from dynamic learning experiences, become a part of a cause-centric community, and develop crucial skills such as teamwork, communication, problem-solving, and project management.

Synergy between multiple NGOs aligned on a cause, and the involvement of community volunteers in such collaborations, has a ripple effect on the world. Whether it is supporting healthcare initiatives, mentoring students, or championing environmental causes, collective effort inspires positive change towards a better, healthier society for all.
Join the Mumbai Plastic Recyclothon!
Clear out clutter and make a difference by recycling plastic waste. The participant with the highest kilogram count will be crowned the ultimate Plastic Warrior. Let’s clean up our homes and our planet together!
Scan to Register!

Calling all beach enthusiasts!
Embark on a thrilling seaside adventure and show off your keen eye for discovery. Explore your nearest beach and seek out five plastic waste that catch your attention. Share it on your stories and tag us @project_mumbai

Explore Mumbai: Spot Accessibility for All and Help Make a Difference!
Whether you’re heading to the grocery store or catching a train, keep an eye out for spots that cater to the needs of differently-abled individuals. Snap some photos and join the quest to make Mumbai an Inclusive city for everyone!
Tag us on Instagram @project_mumbai with our tag: "Let’s Level Up Accessibility in Mumbai!"

Organ Donation Quiz:
Who Wants to Be a Life Saver?
Scan the QR Code to play.
Volunteer for Mumbai.
Scan this QR Code.
Be a part of India’s largest volunteering ecosystem.

1. FILL YOUR DETAILS
Scan the QR code and fill in your details.

2. CHOOSE THE INITIATIVES
As many volunteering initiatives from the form.

3. PROGRAM DEETS
Receive details on chosen initiatives on your preferred mode of communication.
(P.S. - We won’t spam you)

4. DONE!
Congratulations, you’re now one of us. Mumbai’s Asli Volunteer Hero. Project Mumbai Team will reach out to you soon!
DONATE FOR A CAUSE

Your donation has the power to uplift Mumbai. Let us work towards a world where there are immense opportunities for growth and development and let us rebuild Mumbai to make it a better place to live, work and play.

Bank Account details of Project Mumbai
ACCOUNT NAME: PROJECT MUMBAI
BANK: AXIS BANK LIMITED
ACCOUNT NUMBER: 918020096611456
IFSC CODE: UTIB0000740
ACCOUNT TYPE: CURRENT ACCOUNT

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

Mumbai Ke Liye Kuchh Bhi Karega

@www.projectmumbai.org, @project_mumbai, @projectmumbai, @Project Mumbai