We, Mumbai First, are happy to announce that we are beginning the year with an international conference on the topic, “Climate Crisis: Action for Tropical Coastal Cities”.

This international conference is certain to be one of the most important gatherings for providing thought leadership for actions against challenges posed by climate change and to foster collaborations in the field of Climate Change between government, industry, academia and civil society at large. Through this conference, we intend to invite leaders / experts from coastal megacities to deliberate on climate change challenges and exchange their learnings and experiences. This will include discussions on international best practices, sharing of technological expertise, policies, financial and technical know-how etc. The objective of this conference is to build an adaptive framework for climate change in participating coastal megacities.
Thank you
for 25 years of unyielding support in our goal to transform Mumbai
years ago, a few corporate leaders, felt that the true potential of Mumbai, which is the financial, commercial and entertainment capital of India, was not fully realized and something needs to be done. Drawing inspiration from London First, Bombay First was established, to encourage corporate sectors take real responsibility together with public authorities for the development of a World Class Livable City. Our Mission was "to make the city a better place to live, work and invest in". This was to be achieved by addressing the problems of today and the opportunities of tomorrow, through partnerships with government, business and civil society"

Between 1995 – 2003, several studies were carried out and submitted to the authorities for appropriate action. However, Bombay First’s real journey with the Mumbai Regeneration program, began in 2003 when, with the concurrence of the then Chief Minister, Bombay First together with McKinsey, undertook a study to see how Mumbai could be transformed into a truly World Class Global City. Our study received excellent and positive response from the authorities and a truly public-private partnership was established. This partnership which is unique, was received with much appreciation and recognition, not only in India, but also by several other countries, European Union & international institutions like World Bank & Cities Alliance, amongst others.

This special Anniversary Issue highlights some of our achievements during the last 25 years. However, let me mention a few. I consider the most important initiative was establishment of an appropriate Institutional Framework by the authorities, to take forward Mumbai First McKinsey report. This included the Empowered Committee under the Chairmanship of the Chief Secretary, with 8 members of the private sector being co-opted on the Committee and the Citizens Action Group, comprising of 25 leading citizens of Mumbai, under the Chairmanship of the Hon’ble Chief Minister. Also, we helped establish the War Room in the Chief Minister’s Office, to monitor major and important infrastructure projects in Mumbai.

We strongly advocated the need to have a 40-year Concept Plan for the Mumbai Metropolitan Region which was prepared by leading Singapore Consultants. Following the terrorist’s attacks of 26/11, with the help of London First, we were able to bring to India, a hi-powered delegation, led by the then Deputy Mayor of London and included, amongst others, Sir Paul Stephenson – Commissioner of Metropolitan London Police, Michael Chertoff – Former Secretary of the US Department for Homeland Security, Sir David Vaness – former Under-Secretary, General for Safety and Security,United Nations, to share their experiences and the steps they had taken in New York and London following 9/11 and 7/7.

This led to a close working relationship between Mumbai Police and London Metropolitan Police and we were happy to arrange for a hi-powered delegation from Mumbai led by the Home Minister, Government of Maharashtra and included amongst others, Additional Chief Secretary (Home) and the then Police Commissioner. The delegation had detailed discussions with the London Metropolitan Police, to see the steps they had taken to deal with terrorism and also prepare for the London Olympics. Following the discussions in London, a suitable CCTV network was established in Mumbai.

During India’s Presidency of the BRICS Nations in 2016, we organized the BRICS Friendship Cities Conclave, supported by the Ministry of External Affairs, Government of India and the Government of Maharashtra... The proceedings of this Conclave were submitted at the BRICS Nations Summit, later that year.

It has been an amazing journey over the last 25 years. When we commenced our program, we had no illusion that our task was going to be easy, but we realize what challenges and opportunities are. While a lot has been done, still lots need to be done. However, we must stop relying on yesterday’s ideas to fight today’s problems.

The seeds have been sown and we do believe that we can reap the benefits over the next few years. What is needed, is perseverance and passion.

We urge our friends and supporters to join us and help Mumbai regain its title of "Urbs Prima in Indus", the title that Mumbai had borne with pride and certain panache.

I also take this opportunity to record my appreciation and gratitude for the support we have received over the years, from the Government of Maharashtra and the Government of India.

With best wishes,

Narinder Nayar,
Chairman, Mumbai First

My Mumbai First Journey

25 years ago, I read in news about a new organization called "Bombay First “that was being founded with a sole focus on Mumbai transformation. I was greatly excited to participate, as Mumbai having contributed so much to the success of my entrepreneurial venture Mastek, for me it was being a time to give back to my city.

That opportunity came few years later when I participated in a Bombay First Telecom and IT subcommittee for some time. The real opportunity came sometime in later in 2006 or so. I was invited to join Governing Board of Bombay First, which was later renamed as Mumbai First. Mumbai First came in limelight after the Vision Mumbai report in 2003 jointly prepared with McKinsey. The subsequent formation of Empowered committee and Citizen’s action Group by Government was a clear indication of leadership role played by Mumbai First in the Mumbai transformation. Since last 10/12 years, Mumbai First has offered me an opportunity to contribute in a small way to the betterment of city of Mumbai.

Empowered committee has been a good example of Mumbai First acting as a catalyst, to make Mumbai a better livable city and a best place to conduct business in India. This committee that brings together or the first time all the Govt. departments involved with Mumbai and Private sector leaders, for brainstorming to transform Mumbai.Megamorphosis event was held in 2009, this was a watershed event in the history of Mumbai First.It was an event which brought together all the stakeholders ...Government, Business and Media to address all the important challenges faced by the city. Issues like Infrastructure, Housing, Economic Growth, Education, Health etc. All these subjects were discussed, and research reports and findings were presented to Government. This resulted in formation of seven Missions, involving Government and Non-Government experts, along the subjects discussed at Megamorphosis. The purpose is to discuss the issues of transformation along above-mentioned dimensions of city life and present it for action to Government and other actors involved in the transforming the city.

It is a great pride that Mumbai First has collaborated with many international organizations like European Union and London First and many others to bring in expertise available globally to assist Government...State and Local Bodies to initiate improvement programmes. BRICS summit held in 2016 is one more example when the BRICS country representatives presented the initiatives taken in their countries to improve the process of Urbanization. We are now redefining our role beyond just a city of Mumbai to Mumbai Metropolitan Region (MMR).

Looking back, I am very proud of Mumbai First’s achievements since last 25 years, many of them playing role as an effective and silent Catalyst for Change in the background without publicity. Many of them as a Thought Leader by presenting insightful research reports and, seminars and roundtables. I must thank Maharasthra Chief Ministers, Central Cabinet Ministers & State and Local body Bureaucrats for giving us a space to operate & accept our ideas and action plans for implementing transformation of MMR .

In my Mumbai First journey, it has been my pleasure to work with super-committed Chairman Narinder Nayar, my creative co Vice-Chair Roger Pereira, our ideas man Hon. Secretary and Treasurer Nandan Malaste and our Governing Board. Looking forward next 25 years , I expect Mumbai First playing a major catalytic role, involving citizens, NGOs, Businesses and Government, for transforming MMR to become one of the best metropolis to live and do business in this region as well as globally.

Ashank Desai
Vice-Chairman’s
My association with Mumbai First

I all started when Vishal Palekar was Chairman. I think it was 2003. He was the CEO of Johnson & Johnson, our client. Vishal introduced me to Bombay First, as it was known at that time, with some of the communication challenges it faced. Obviously, pro bono. There were several. The biggest challenge was the perception that Bombay First, which was started with a lot of fanfare, had been there before, folded up.

(Bombay First was an integral part of Bombay Chamber at that time. And when Nasser Munjee took over as Chairman of the Chamber, he requested us to advise the Chamber, too. This was not pro bono. He made it very clear!)

For Bombay First, we needed to virtually start from scratch all over again! Soon thereafter, Vishal introduced me and my company to the incoming Chairman, Narinder Nayar, who today, is synonymous with Mumbai First. Rarely do you come across individuals who are so committed to a cause, both in terms of time and their own money investment!

Then came the McKinsey Report: Vision Mumbai. That helped raise the visibility of Bombay First. The fruits of this were the Empowered Committee, the Citizen’s Action Group … there was a flurry of activities. So much that a Business magazine decided to do a cover story.

This was followed by another initiative by the legendary Narinder Nayar: The Concept Plan. The fruit of a global tender. Nothing is perfect. The Concept Plan never claimed to be. However, it did deserve debate and discussion. And of course, parts implementation!

In 2008, we were hit by 26/11. This was most certainly avoidable! The powers that were hadn’t learnt lessons from the 1993 disasters! For Bombay First, the issue was how can we prevent this from happening again! There was Narinder slogging solo and reaching out to people who learnt from their unfortunate experiences of 9/11 in New York and 7/7 in London. I was so impressed and motivated that I cancelled our annual family Christmas holiday to New York. And since then, I have been closely involved with Mumbai First.

As a communications specialist, I immediately saw the need for rebranding, (Thank you Lulu Raghavan and Landor.), for a Newsletter (First and Foremost), and a monthly Speaker Series (Thank you Ram as in Ramadorai, Ashish Chauhan and BSE). Where do we go from here? I sincerely believe that having completed 25 years is no reason for celebration. But rather, for introspection. We need to engage our fellow citizens from across MMMR. Being one of the few native Mumbaikars, I have had the privilege of learning from my late grandmother what this great city was like 100 years ago and more. And over the last 80 years, I have seen how our city has been exploited! For enlightened city planners, what has happened, must be a nightmare.

Let’s draw the attention of our fellow citizens of what our city will be like 25 years from now if we all, especially those who really know and care, put our heads, hearts and minds together.

Not just in terms of infrastructure. But also, in terms of the Environment, Healthcare, Education, Governance … all the verticals that my dear co Vice Chairman, Ashank Desai identified 11 years ago when he conceived and organized Megamorphosis. We can still save this great city, only if we have the WILL. YES WE CAN!

Roger Pereira
Vice-Chairman

Note from our Treasurer

Gerson da Cunha, an advertising senior and mentor, was excited. A multi generation Mumbaikar in spite of the deep Goan roots that made him fluent in Portuguese, Gerson had long bemoaned the decline of his beloved city. And now, backed by some of our most powerful industrialists and financiers, he would fight back. Bombay First, he told me would make the difference. Other friends, like HDFC’s Nasser Munjee, agreed.

Two years later, dissatisfied with the progress made, Gerson asked me help.

London First, inspiration for Bombay First, had started with a concern for the economic well-being of that great city, anchored on the financial sector. Integration with the European Union since the 1970s meant London as financial centre was challenged by Paris, Luxembourg, etc.

London First successfully lobbied for policies to make the City the best place in the world to do business. Combined with the quirks of US taxation and regulation, London emerged a peer of New York, making a duopoly in international finance. Could Mumbai, as the city was officially named by 1997, and Bombay First learn from that? Gerson asked me to find out under the chairmanship of Dr. R.H. Patil, the founding Managing Director of the National Stock Exchange, probably the only public sector stock exchange in the world to pound private sector rivals.

And so, encouraged by Uday Kotak, another friend and mentor then also employer, I began a relationship with this organisation that, with a long break, has ended. Over those decades, Mumbai First has worked productively with elected officials from the Shiv Sena, Congress, National Congress Party and Bharatiya Janata Party. Since bureaucrats now rarely hold top jobs for as much two years, we also been privileged to interacted with dozens of appointed officers at the Maharashtra government, municipalities across the Mumbai Metropolitan Region, the Mumbai Metropolitan Regional Development Authority, the police, railways, and so on. Also, with several Union government ministries and agencies that are concerned with the affairs of Mumbai. This included the Prime Minister’s Office, Planning Commission, Niti Aayog, Ministry of External Affairs, Reserve Bank of India, Securities & Exchange Board of India, Port Trusts and many others.

I have been uniformly impressed by the competence, work ethic and commitment of those we dealt with. And become used to Mumbai First (we changed the name) being accepted with respect as a voice of Mumbaikars.

I have also been impressed with the talents that we have harnessed, in our full-time staff, volunteers and partners from around the world and, of course, on our Governing Board.

What am I proudest of having achieved over these years? Most of all establishing an idea: the idea that government policy and action can be improved by engagement of peaceful points of view with only the authority of concern and private expertise. No small thing in our complex and noisy democracy.

Looking ahead, I believe that Mumbai First can continue to contribute to the betterment of the Mumbai Metropolitan Region if we get the following right: greater involvement of people, not just corporates and government; outreach beyond Greater Mumbai - to Thane, Navi Mumbai, Kalyan-Dombivli, etc.; capacity to ideate in-house, not wholly relying on partners and volunteers; more staff for these needs; and, of course, better fundraising capacity to support such expansion.

Nandan Maluste
Treasurer, Mumbai First
CEO Speaks

On this momentous occasion of our celebration of 25 years of existence, I must thank our Patron members, the Governing Board and the Executive Board of Mumbai First for their guidance, vision and participation to complete 25 years of making Mumbai Metropolitan Region (MMR) a better place to live, work and invest.

Among its achievements, Mumbai First institutionalised the Empowered Committee (EC), chaired by the Chief Secretary of Maharashtra, and the Citizens Action Group (CAG) chaired by the Chief Minister, each co-chaired by Mumbai First. Mumbai First was also responsible for putting together the 40 year Concept plan for the MMR and assisted the Maharashtra government in setting up the ‘War Room’ to monitor critical projects. In association with the Government of India and the Government of Maharashtra, the first BRICS Friendship Cities Conclave was organised in 2016.

Besides these significant happenings, Mumbai First has also done excellent work in the field of Education – Sports – Art, Culture & Heritage.

Moreover, efforts have gone to address the Transport & Mobility issues of the MMR. Projects have been carried out with various knowledge partners, government departments and others to address the problems of congestion, pedestrian issues, etc.

Security & Disaster Management is another matter in which Mumbai First is instrumental in creating a better security & disaster management preparedness & resilience for the city.

However, Environment has received a greater focus this year especially with the Climate change which has disrupted overall lifestyle of people and relatively speaking on this topic the future of Mumbai is at stake. We have seen, heard and read that the world in recent months has witnessed an unprecedented number of natural catastrophes like rampant flooding, cyclones, forest fires, melting of glacial ice, heat waves and the likes.

We would like to draft a climate adaptation and mitigation policy for the government to implement.

It is also heartening to know that many young people who came to Mumbai First as interns are now working to promote the core principals of governance in various cities of India.

On this historic occasion, we cherish the people, organisation, knowledge partners, government departments and others to address the problems of today and the opportunities of tomorrow, through partnerships with government, business and civil society.

Dr. Neville A Mehta,
CEO, Mumbai First

Our History

Mumbai First is a not for profit which catalyzes in making Mumbai a better place to live, work and relax. With its unique model of public private participation, it was set up by India’s industry leaders 25 years ago. The Tatas, Mahindras, Godrej, ICICI, Asian Paints and HDFC are few of the patrons of this organisation which has worked with the Union, State and Municipal governments as a nonpartisan body able to engage ordinary citizens, experts and captains of industry.

MF’s Vision

To Mumbaikars the best possible environment for social-economic and educational progress including healthcare and mobility. In short, to make the Mumbai Metropolitan Region a world-class city, one of the best places in the world in which to live and do business.

MF’s Mission

Mumbai First strives to make the metropolis a better place to live, work and invest. It addresses the problems of today and the opportunities of tomorrow, through partnerships with government, business and civil society.

History

The original concept of ‘Mumbai First’ came in 1994 from a seminar on "Mumbai: The Emerging Global Financial Centre", conducted by the Bombay Chamber of Commerce and Industry (BCCI) in association with the British Council. Mumbai, drawing inspiration from London First which assumed the role of facilitating the restructuring of London through various Public Private Partnership initiatives, Bombay First was registered as a not-for-profit in the 1995 by a group of businessmen. Big business houses and financial institutions have made contributions to create a corpus for the functioning of the organisation that was later renamed Mumbai First.

Mumbai First fulfills its role mission by researching, catalyzing, advocating and networking. Today, it is one of the most successful examples of Public Private Partnerships in the world.

Strategy:

Mumbai First achieves its mission by:

- Advocating: creating public opinion based on facts and research information
- Networking: bringing together people and institutions from diverse fields to resolve problems and find solutions
- Catalysing: creating an environment, by setting in motion processes whereby things begin to happen
- Facilitating: forming an agenda for action and helping to organise resources for effective, efficient performance.
The launch of what became ‘Mumbai First’ was a landmark in encouraging the corporate sector to take real responsibility, alongside the public authorities, for the development and success of a world class city. Like its ‘sister’ London First, it has played a huge role, both in public and behind the scenes, in bringing coherence and commercial success to a vast conurbation. I was present at the launch a quarter of a century ago and would like to congratulate the Chairman, Narinder Nayer, and everyone else in leadership roles during this time for their pioneering work and extraordinary commitment and achievement.”

Sir Stephen O’Brien, London First

I wish to congratulate Mumbai First, and its Chairman Mr. Narendra Nayar, on successful completion of 25 years of its existence. I have been associated with its activities for nearly two decades, and seen its contribution in development of Mumbai into a truly world class city. Vision Mumbai agenda and engagement with the leading corporates to work with the government to realize that vision was a unique initiative which was globally acknowledge. Mumbai first has partnered with the government agencies in working towards sustainable environment planning and management. It has also richly contributed to several vital policy decision in the government related to good governance. I wish Mumbai first all success in its future projects.

Ajit Kumar Jain, IAS (Retd.)

I have been working with Mumbai First since my arrival in India in 2014. Together we have created the EU- Mumba Partnership focusing on sustainable urban development of Mumbai and creating links to European partners from Cities, business and financing institutions. It has been a great pleasure and will be among my most cherished memories from India. Mumbai First is a professional and dedicated partner and I wish them every success for the next 25 years and beyond. Namaste

Henriette Faergemann
A Quarter Century of Achievement

Twenty-five years are short when you are still growing and you consider what has been achieved.

In mid-1995, the concept of Bombay First was laid on a table around which were gathered the Who’s Who of the city’s leaders of commerce and industry. They agreed that something was owing to the city that was the site of their prosperity. Each contributed Rs. 20 lakhs and a solid start-up fund was banked. Those were the days of a 15% yield on fixed deposits. For reasons that earned my appreciation if not my total understanding, I was invited to be Bombay First’s founder CEO. A Secretary and I were lodged in the offices of the Bombay Chamber of Commerce and Industry on the top floor of the stone-pillared MacKinnon Mackenzie building. It looked out over the grey-blue sea to which Bombay owes its mercantile strength.

Gradually, Committees formed to plan and set goals in Finance, Transport and Telecommunications among other fields. There was a wealth of talent, experience and willingness to tap. Their strategies and plans were based on good data about the city’s needs. But the plans did not get as far as they deserved. Bombay First failed to include the Maharashtra State Government sufficiently into their thinking and plans. But Bombay First is now Mumbai First. Also, it has acquired leadership in reaching out to the world and more fields than those with which it began – as other contributors to this newsletter will more credibly relate.

Gerson da Cunha

“In the 21st century, the future of cities will more than ever determine the well being of Nations”. This widely accepted concept is especially true of Mumbai. While our city remains India’s commercial and financial capital, urgent measures are called for to arrest the rapidly growing urban decay, otherwise the quality of life of the great majority in Mumbai will be severely compromised.

Bombay First is an initiative of private business to help make the city a better place to live, work and invest in. It contributes by facilitating dialogue with the main stakeholders in the city - government, business and citizens - on best policy and practice to address urban problems. It concentrates on how private businesses can help. So, while investment in Bombay First is private, the yield envisaged is public benefit.”

Ashok M. Advani
Chairman, Bombay First (1997)

Mumbai First was registered on the 29th of February, 1996. The Bombay First Logo was keeping in mind that Bombay is an Island where millions come to strive for realisation of their dreams. It is this sense of struggle that is symbolised in the use of a rising-sea wave against a static horizon. Graphically depicted, the sea-wave motif is also a spiral suggesting dynamic movements from status quo. This is the spirit of Bombay First.

1996

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1997

A seminar organised by Bombay First and The Corporation of London to discuss the will of the citizens and the government to act on improving the city.

“The City: Its Promise - Realist and Renewal”

Creating of Transport Task Force

1998

Conducted along with Marine Drive Citizens Association, Oval Cooperator Residents Association, Maharshi Karve Road Association, Nariman Point Churchgate Citizens Association to clean the streets in the Churchgate and Marine Drive area.

1999

Bombay First joined forces with the Collector of Mumbai, Dr. Sanjay Chahande and the Transport Commissioner to create a Task Force to address problems of Mobility in Mumbai

2000

The Mumbai First Transport Committee conducted a study to understand the needs of the commuter for the next decade, taking into account various modes of commuting namely rail, road and water transport.

“These are the milestones of Mumbai First”

Notes from Supporters
2001

The report presentation was made to the Chief Secretary of Maharashtra and also received appreciation from the Reserve Bank of India.

“Mumbai as an International Financial Centre - A Roadmap”

2002

Resulting from a number of economic slumps, Mumbai witnessed the closing down of textile mills to move to cities outside of Mumbai. Keeping regeneration of employment as the major goal, Mumbai First commissioned Avalon Consulting Group for a study on this subject.

Research Project on “Revitalising Mumbai and Creating Jobs”

2003

The report was officially handed over to the Chief Minister of Maharashtra Mr. Sushilkumar Shinde and subsequently, the CM announced the creation of a Task Force on Mumbai and Mr. Sanjay Ubale was appointed as Secretary. Special Projects to take forward the Vision Mumbai Report.

Launch of the Vision Mumbai Report

2004

As a result of the Vision Mumbai document, the Citizens’ Action Group was formed. The Chief Minister presided over the CAG while the BMC, MMRDA, MSRDC, etc., updated the gathering on their progress on various projects.

CAG was formed

2005

Recognising the importance of the topic, the conference was supported by the Government of Maharashtra, BCCI, MMRDA and Tata Group of Industries. The conference hosted speakers from the UK, Australia, South Africa and Norway along with special presentations being made by representatives from The World Bank and London First.

International Conference on Urban Renewal

2006

The Empowered Committee was constituted by the Government of Maharashtra under a Government Resolution with the objective to oversee planning and accelerate the implementation of projects and policy changes in a coordinated manner. with the goal of Transforming Mumbai into a World Class City. The committee included 8 members from the private sector.

Constitution of Empowered Committee
Mumbai First, to achieve its goal of making Mumbai a World Class City had a number of meetings with delegations from cities across the globe to better understand what goes into building and sustaining a World Class City.

Mayor of London, Mr. Ken Livingstone on “Building Global Cities”
Canada-Maharashtra Roundtable on Infrastructure.
Rtn. David Miliband, Secretary of State for Environment, Food and Rural Affairs, UK Antonio Di Pietro, Minister of Infrastructure, Italy
Prof. Richard Burnett, LSE and Phillip Root, Urban Age on Urban Planning Isabel M. Guerrero, County Director, World Bank
Mr. Peter Hendy, Commissioner of Transport, London

Along with experts from Singapore who worked closely on the Singapore Plan, Bombay First introduced the idea of having a concept plan for the MMR. The same was officially released the following year.

The conference was held with the support of MMRDA, CIDCO, MTSU, BMC and The World Bank to take stock of all the work done since the “Vision Mumbai” document was released and plan for the years to come.

Outcomes of the conference included White papers on Housing, Physical Infrastructure, Education, Governance, Economic Growth, Healthcare as well as a conference on “Lessons from 9/11 and 7/7 for a Safer Mumbai” organised along with London First.

The summit platform was the first to see the plans the Mumbai Police had put into place following the 26/11 attacks. Following this, experts from across the world gave their opinions on what changes could be introduced to the plan in order to ensure maximum security. Experts included representatives from the US, UK, UN, London First, Bank of England and Counter Terrorist groups from a number of countries.

Mumbai first hosted a team of Experts from New Scotland Yard Police, UK, at Bandra Kurla Complex Police Station to train the team in hostage negotiation. The certified course saw 8 officers excel in their course and the Mumbai Police unit was immensely appreciated for their skills.

Bombay First began its focus on Sustainable Development in 2006. In this regard, we held a special training organized along with the Dutch Authorities on ways to build along with nature instead of building on nature. Present were representatives from Holland, Netherlands, MMRDA, Airport Services, etc.

The Summit was held in association with the EU and the Government of Maharashtra to outline some of its challenges and ways to overcome them. Topics discussed during the summit include Integrated Urban Governance, Affordable Housing, Urban Mobility, Environment, Waste Management and Energy.
To showcase their preparedness to host cruise vessels and sensitize the stakeholders, Mumbai Port Trust (MbPT) and Ministry of Shipping in collaboration with Mumbai First organized an exclusive preview to “The Dawn of Cruise Tourism in India”. 3 reports were released at the conference with the aim to bring uniformity in procedural formalities to transform cruise tourism in India.

Mumbai First, supported by the Government of Maharashtra, organised the conference that left all attendants thinking “I have never been to a conference like this one” witness the Chief Minister Devendra Fadnavis present through the entire event. After listening to expert opinions, he announced his plans for the future of Mumbai. To achieve these plans, he also set up the War Room and the CM’s Transformation Office.

During India’s presidency of the BRICS Nations, and with active support and participation of the Government of India and Maharashtra, Mumbai First hosted the “BRICS Friendship Cities Conclave” with representation from Brazil, Russia, China and South Africa. Topics discussed included Urban Governance, Making Cities Inclusive, Safe and Secure, Urban Transportation, Finance, Sustainability, Affordable Housing, Land Use and Land Planning.

The conference was organized by Mumbai First with support from Maharashtra Pollution Control Board (MPCB) in collaboration with NEERI with the objective of identifying problems related to mobility and coming up with effective measures to deal with them. Mr. RA Rajeev, Metropolitan Commissioner spoke at the event along with some other prominent experts from the government and private sectors.

The Panel Discussion, organized along with the Maharashtra Pollution Control Board and CSIR-NEERI focussed on the worsening air quality in Mumbai, its causes and mitigation measures.