



First & Foremost

Feb-May 2017

E- Newsletter for Private Circulation only

Letter from the Chairman

The New Year began with preparation for the upcoming MCGM elections. Mumbai created history by ensuring a huge voter turnout on the polling day and I hasten to congratulate Mr. Vishwanath Mahadeshwar who was elected as the Mayor of the Mumbai. We look forward to working with him on several possibilities for the betterment of the city.

Mumbai First in our quest to make “Mumbai a better place to live in” initiated the #Vote4mumbai Challenge to encourage corporates to come out and vote. MCGM plays a key role in the management and development of Mumbai; the upcoming elections presented a great opportunity to us to initiate the process of bringing about the desired changes in the operation of OUR city. The initiative, in partnership with other not for profits, Engage the Citizen Foundation, AskHowIndia.org and the Bharathon project also had the support of Maharashtra State Election Commission. The initiative created a huge momentum among the corporate sector. It was no coincidence that Mumbai recorded the highest voter turnout of 55.28 a direct jump of 11% from the 2012 MCGM Elections.

In the last phase of the EU-India partnership, in order to address the challenges of urbanisation in Mumbai, a number of initiatives were taken i.e. two 1-week Metropolitan Labs on Sustainable Urbanization in Maharashtra and Ahmedabad, a study tour in Amsterdam, Rotterdam, and Barcelona, and two Speaker Events and the most recent on Financing Sustainable Urbanisation Projects in Maharashtra in April.

We at Mumbai First were pleased to deliver two consultation workshops in association with European Union. The objectives were to examine best practices (e.g., EU experience, Delhi operations) and understand perspectives, challenges, opportunities, and solutions in implementation of solid waste and sewage treatment technologies. More than 100 representatives from the Municipal Corporation of Mumbai and other institutions attended the workshops.

After the successful Metropolitan Lab on Maharashtra's Sustainable Urbanization held in September 2016 at the MMRDA in Mumbai, another seminar was held on "Financing Sustainable Urbanization Projects in Maharashtra" in the same place in April.

This initiative was part of the European Union project “Preparation for an EU-India Sustainable Urbanisation Partnership” and was

Mumbai First Fellowships

We are a small team committed to Making Mumbai and the MMR a better place to live, work and play. Do YOU feel as strongly for Mumbai?

Come join us through our **Mumbai First Fellowship program.**

We would be delighted to assign you to initiatives which can bring a smile.

Duration – At least 3 months
Qualification : Commitment.

Write to us at :
himani@mumbalfirst.org

implemented by the Spanish company ACCIONA Ingeniería in cooperation with Mumbai First, hosted in the MMRDA premises.

In order to give continuity to the Metropolitan Lab on Maharashtra's Sustainable Urbanisation, this final event had the sole aim of finding the way to realize urban projects. The objective was for financing institutions to present to potential recipients the available financing instruments for urban and smart city projects in Maharashtra as well as the processes and criteria for obtaining financing and to interact with Maharashtra agencies regarding project financing opportunities. It resulted in creating good dialogue exchange between various government agencies and European Financing Institutions like the European Investment Bank, KfW, the French Development Agency, and GIZ.

After the successful completion of the last phase of the EU-India Partnership, we look forward to have more such projects with the European Union.

Recently Mr. Swadheen Kshatriya retired as Chief Secretary of Mumbai and we thank him for his support to Mumbai First during his tenure. I also take this opportunity to congratulate Mr. Sumit Mullick who has taken over as the Chief Secretary and wish him a very successful tenure. He can count on our full support in implementation of various projects for the city.

This year we have many interesting projects lined up and we will be sharing the details soon in our upcoming newsletters.

Meanwhile, kind regards

Narinder Nayar

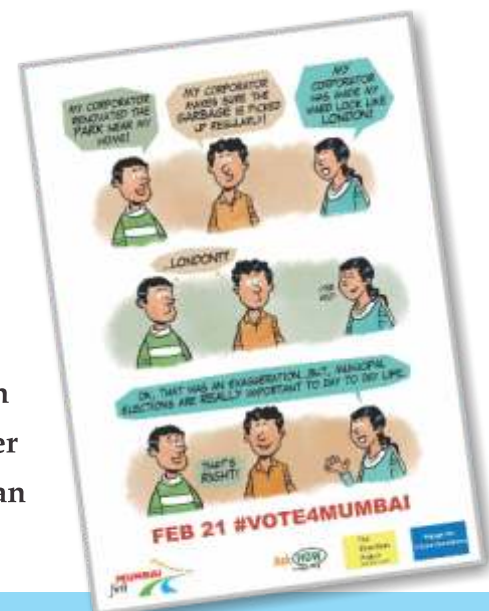
#Vote4Mumbai initiative

“Vote kar ya Crib kar, Vote kar Mumbaikar”

Vote4mumbai Challenge: what was it all about? Building Mumbai's Voter Base

वोट कर या, क्रीब कर, वोट कर मुंबईकर

- The Vote4mumbai Challenge was a 21 days long initiative to encourage corporate citizens to vote in the local MCGM elections 2017, Statistic of the last FOUR elections shows that every time elections are held in Mumbai, less than 45 per cent of registered voters have cast their franchise. The idea was to ensure maximum participation from the citizens to go out and vote in the elections which play a significant role in development of a city.
- Vote4Mumbai Challenge was not an appeal to citizens to vote but ensuring as a corporate that their employees vote. It was an inter-corporate/Institution and Team as well as Inter department challenge to go out and vote, en masse.
- Around 140 corporates participated and pledged to vote.
- Operation Black Dot, an initiative supported by the State Election Commission to encourage citizens to vote said that the newspaper communication by Mumbai first of the campaign resulted in an unprecedented 14 lakh hits on its site.



Background

The Municipal Corporation of Greater Mumbai (MCGM), which daily touches the lives of over 12 million Mumbaikars in some way or the other, is currently sitting on bank deposits totalling a mind-numbing Rs 40,643 crore. For the sake of argument, if the corpus were to be liquidated, it will entail a distribution of about Rs 33,870 for every Mumbaikar.

These are eye-popping numbers for the average citizen, considering how humungous the size of the civic body is and how poor its service delivery.

Not for nothing is the city's civic administration hailed as the richest in India — and Asia.

The size of its budget this year is pegged at Rs 33,500 crore. In comparison, the budgets of the three Delhi corporations (east, north and south) put together are a shade under Rs 10,000 crore. The Ahmedabad municipal corporation's budget is Rs 5,665 crore, while Goa's annual budget is Rs 13,331 crore.

Keeping in mind that Despite the BMC touching the life of every Mumbaikar, every day, over half the city chooses not to engage with its elections. The #vote4mumbai campaign was to galvanize people across corporates, institutions and individuals to go out and Vote.

By not turning up to vote, One out of every two does not even care what happens to the 42,000 crore which the BMC is supposed to spend for you.

Clearly this is a problem. Getting people to break their routines and come out to vote was quite the challenge.

Mumbai First in partnership with AskHOWIndia.org, Engage the citizen Foundation and the Bharathon project, BTVi (Bloomberg TV) and 92.7 Big FM did an extensive online; on-air and social media campaign to support the cause. This initiative was supported by State Election Commission. Mumbai First reached out to big corporates urging them to ensure the maximum participation from the corporates arena.

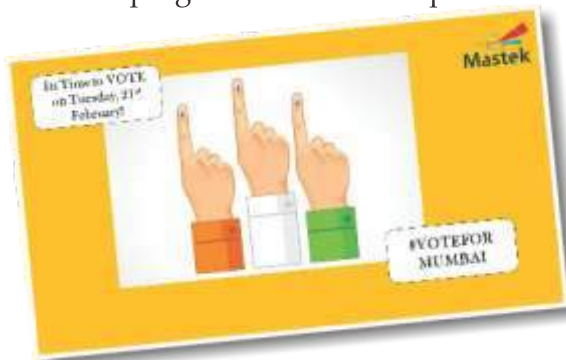
Impact

Mumbai witnessed the highest voter turnout in 25 years. Mumbai with an average of 42% voting in civic elections, this year jumped to a voter turnout of 55.28 %. 11% jump from the previous civic elections in 2012. This was a pleasant change for a city known for voter apathy.

The high turnout also reflected the efforts that the State Election Commission and Mumbai First carried out to reach out to voters and enlist the support of corporate citizens.

Appreciation

Welcoming the initiative, The State Election Commissioner J S Saharia said *"The corporate sector is a major employer in Mumbai and any effort to promote voting among employees of the corporate sector is most welcome."* As quoted in Mumbai Mirror.



"We are happy to support the Vote4Mumbai initiative. Elections are the core of a vibrant democracy. As a conscientious corporate, we are encouraging all eligible employees to exercise their right to vote and fulfil their constitutional responsibility as a citizen," Vodafone India managing director and CEO Sunil Sood.

Monica Tata, COO, BTVI, *"We at BTVi are extremely excited to associate with Mumbai First for #Vote4Mumbai initiative. We have high hopes that this challenge in turn will influence many corporates to vote and bring in a change in the society. Through our channel we urge everyone in Mumbai to go out and vote."*

Mrugank Paranjape, CEO of MCX, *“Essentially, a democracy is only as vibrant to extent its people participate. Just as in life and in a job you say you need to participate to make a difference, you do that in the decision-making process for the city.”* Ultimately, he says, it’s a personal choice, but the organisation will *“reinforce the message in multiple ways.”*

Rajiv Mishra, director of Maharashtra's Directorate of Arts, *"We will also tell the teachers to check if the students have voted or not. We have told the students to take pictures when they turn out to vote and upload their pictures on social media. We want the students to understand the value of their vote and their constitutional responsibility to vote and take part in the democratic process"*.

Mumbai First in news



Consultation Workshops on **Solid Waste Management Processing Technologies and Sewage Treatment & Sludge Management Technologies**

European Union with the Cooperation of Mumbai First under the EU- India partnership delivered two consultation workshops in Mumbai on February 2 and March 15, 2017 respectively. The objectives were to examine best practices (e.g., EU experience, Delhi operations) and understand perspectives, challenges, opportunities, and solutions in implementation of solid waste and sewage treatment technologies. More than 100 representatives from the Municipal Corporation of Mumbai and other institutions attended the workshops.

The First Consultation Workshop held on Solid Waste Management Processing Technologies focused mainly on the technical know-how on the Swedish waste management policies and the Best practices and challenges and opportunities in SWM in India.

The Second Consultation Workshop was held on Sewage treatment and Sludge Management Technologies. The high cost of managing the sludge and how to change farmer's perception on using sludge as a fertilizer were some of the issues discussed, the focus was on the expensive mechanism involved in managing the sludge, as Mumbai has large amount of sludge but not an effective way to manage it. The experts from Sweden shared their experiences abroad and what can or cannot work in a city like Mumbai.



Metropolitan Lab Uses New Methodology to Examine - Gujarat's Sustainable Urbanisation

Within the framework of the EU's urban initiatives in India as part of the Preparation of an EU-India Sustainable Urbanisation Partnership project, A 5-day Metropolitan Lab on Gujarat's Sustainable Urbanisation, was delivered in the month of March from 6th – 10th March. The objective of the Lab, was to explore in an interactive and comprehensive manner the challenges and opportunities for sustainable urban development in Gujarat with a focus in the Ahmedabad region.



The Lab spurred an integrated vision of the territorial dimension including the following sectors: Housing, Transport, Environment, Social Facilities and Productive Activities.

The participants were from various local regional and metropolitan authorities, private sector, Institutes and University, and were divided into different teams to produce 5 challenging urban projects covering important issues like Land use,

Transport, Productive Activities, Environment and Housing. Findings related to serviced land, such as square meters, placement, uses, density, management, finance, and realistic needs were integrated. Every project had to be consistent along the 4 main components including governance, economic aspects, and infrastructure and planning to facilitate a consistent Urban Strategy.





EU Experts on Sustainable Urbanization led the workshop and helped the teams to integrate the main components within the 5 projects developed. Mr. Pedro Ortiz, international urban expert, exposed different urban presentations along the week helping the teams to reach the desired scale and referring to urban issues to be implemented in the projects.

A diverse group of participants from AMC, AUDA, MEGA, CEPT, GIFT and other organisations worked in teams and comprehensively assessed the implementation of new projects, in the fields of transportation, environment, housing, land use, etc.

The eminent panelists included Shri I. P. Gautam IAS, MD MEGA CO, Ltd., Mr. Shishir Joshi, CEO Mumbai First, Mr. Himanshu Thakker, AUDA, etc.

Professor V. Phatak, Dean of the Faculty of Planning, CEPT University appreciated the lab. At the end of the Lab, all participants were very happy to have been part of this innovative methodology of planning and working in groups on a project for a week time.

Mr. A. B. Gor, CEO, from AUDA, shared his views and gratitude to the European Union and the organizing team for developing this wonderful lab in Ahmedabad and He suggested having more exchanges and cooperation on Energy, Water, Climate, Macro & Micro planning, while adopting sustainable practices for implementation and maintenance.

This project was developed by the Spanish company Acciona Ingenieria, in collaboration with Mumbai First. New EU initiatives are expected in 2017 through the EU's new International Urban Cooperation project.



Sustainable Urbanisation EU Study Tour -

18th-25th March 2017 in Rotterdam, Amsterdam and Barcelona

Participants of the EU Study Tour - Engineers and relevant people from various organizations such as MOUD, MMRDA, MCGM, CIDCO, MMRCL, CEPT, MIDC, MbPT, CMDA, NIUA and MTSU attended the Study Tour.



On behalf of the project team, the following staff-members guided the group to and in Europe, Mrs. Ashwini Thakar (Mumbai First), Mr. Don Guikink (GUICK) and Mrs. Ana Contreras Escribano (ACCIONA Ingeniería)

The city of Rotterdam was chosen because it is working on a large-scale transformation programme in a unique public-private partnership that is fully in line with the Innovation Partnership (EIP) Smart Cities that the EU has initiated (RUGGEDISED). The city of Amsterdam is suitable because of its Smart City strategy (public-private partnership) and general urban planning principles (lack of space, strong demand, large old building stock, strong international exposure and incoming tourism). The city of Barcelona was visited because it is regarded one of the first smart cities in Europe. Besides, Barcelona is also an active demonstrator city in the EIP (GROW SMARTER).

The objectives of the study tour were:

- Strengthen the ties between EU and India on sustainable urbanization.
- Expose Indian stakeholders to smart city developments in Europe.
- Develop networks and exchange experience.
- Initiate future cooperation opportunities.



Seminar on Financing Sustainable Urbanisation Projects in Maharashtra

European Union in Partnership with Mumbai first and with the support of MMRDA hosted an event in which leading Urban Local Bodies, financing institutions and development agencies from across the MMR and the European Union to discuss available financing instruments and cooperation initiatives for urban and smart city projects in Maharashtra. European Investment Bank, KFW-German Development Bank, ADF-French Development Agency, GIZ-German Development Agency participated in the seminar.

Focusing on the role of the European Union Mrs. H. Faergemann, First Counsellor - Environment, Energy, Climate Change, Delegation of the EU to India, said that *"The financing event builds on more than 4 years of EU-Indian cooperation on urban issues and sets the scene for new effective initiatives in cooperation with Maharashtra stakeholders"*.



In order to promote and foster relationships the exchanges and discussions were held between domestic institutions MMRDA, MCGM, MIDC, MbPT, MEDP, etc. as well as international expertise represented by the European Investment Bank, KFW-German Development Bank, ADF-French Development Agency, GIZ-German Development

Agency, and the European Union, International Urban Cooperation project.

The exchange dialogue between MbPT, MEDC and MMRDA on the various urbanisation projects and the smart cities plans in the MMR region with the representatives of the developments banks and agencies was meaningful.

Apart from financial aid, the need for knowledge sharing and technical assistance by the European experts was also expressed by the Indian counterparts.



Mr Remitti, Team Leader for the International Urban Cooperation Project (IUC) another project by the European Union gave brief outline of the projects and the scope of the project and mentioned that European Cities are keen to cooperate with other cities around the world by: Sharing sustainable knowledge and Know-how, Create and promote innovation in various fields of urban development and generate new economic opportunities and trade.



Mr. UPS Madan, MMRDA Metropolitan Commissioner in his speech expressed his support to the event by stating that “The event provided a beneficial opportunity to examine potential financing instruments for sustainable urban projects in Maharashtra.”

Narinder Nayar Chairman (Mumbai First) made the welcome address and thanked European Union for their valuable cooperation with Mumbai First and expressed his interest to continue working with the European Union in new initiatives which will contribute to addressing Mumbai's urban and environmental challenges”.

Overall the seminar was fruitful and saw dialogue exchange and rich participation from both the sides, and concluded with the vote of thanks by Dr.Karamanos, Team Leader for the Technical Cooperation for Environment in India project.



Eminent citizens including Industry captains, Bureaucrats and members of the Diplomatic corps came together to raise a toast to Sumit Mullick, on his appointment as Chief Secretary, Maharashtra in a get-together hosted by Mumbai First.



*Welcoming the
Chief Secretary – Mr. Sumit Mullick*

Way Forward - European Union

Representatives of Member nations of the European Union, based in Mumbai and Mumbai First sat around a table in a first of sort's discussion on collaborative initiatives and problem solving. Basis the Mumbai First EU partnership which has been going strong since 2013, the conversation ranged from ideations, projects, initiatives and challenges those representatives of Member nation face, while offering expertise solutions for Mumbai's challenges.

Attended by Consul Generals of several partner countries, the meeting was chaired by Ms. Henriette Faergemann. First Counsellor - Environment, Energy, Climate Change, and co-chaired by Shishir Joshi, CEO, Mumbai First.



Ms. Marika Jakas spoke of how the EU-Mumbai association, which has looked at innovative solutions to the challenges faced by a megacity, is also looking at scaling up cooperation to state and national level with the development of an India-EU Urbanisation Partnership.

Consul Generals and Senior Representatives of Poland, Spain, Belgium, Italy, France, and Germany, among others participated in the discussion. Participants expressed complete support to the Mumbai First EU partnership but also detailed some of the challenges when working with the city of Mumbai in collaborative efforts.

Outlining the way forward, Ms. Faergemann, further emphasized to have EU India Summit – 2 partnerships mainly on Water and Clean Energy partnership started from the PM Modi's Clean Ganga project in Uttarakhand hoping to contribute making a more consolidate actions – in terms of legislation / institutionalization / financing. She also further shared that a Support Contract will be released soon to develop pilot activities to try model/proposals in different parts of India.

Ms. Marika Jakas Counsellor – Head of Trade and Economic Affair, Delegation of the European Union to India mentioned a weak/ lack of business element missing in the EU-Mumbai exchanges.

The fact that the top EU companies need fair opportunities to exhibit their technologies to key decision makers was also reiterated in the meeting. A need was felt for an investment facilitation mechanism between India and EU countries.

Some of the other participants also noted challenges with quality and quantity of footfalls at Trade shows organised by the various countries of their best technologies and practices.

Along with other challenges faced by multinational companies, it was debated if common challenges of doing business could be collective compiled and shared with the GoI to act upon. They also felt there was lot of potential in the work of training and capacity of local government for cities in the MMR besides Mumbai.

It was collectively observed and accepted that the way forward for the Mumbai – EU / EU India and Mumbai First-EU partnership could be under the following areas: Cooperate and exchange expertise in Energy Efficient Buildings / Green Buildings, Roof top Solar panels, Circular Economy (example sustainable packaging), Electric Motorized Transport, Solar Energy, Waste to Energy/ Waste management, Clean Air and Trade fairs.

Mumbai First concluded positively to continue the collaboration further on the current projects that could be taken up with the EU aligning with the way forward agenda.

Hamara Station Hamari Shaan Initiative – Felicitated with the Voice of Change medal by Fever 104 FM.



It was a great honour for Mumbai First to be recognised for the Hamara Station Hamari Shaan Initiative celebrated during Daan Utsav (The Festival of Giving) in October 2016, Shishir Joshi CEO; Mumbai First was presented with the Voice of Change Medal by Hindustan Times Fever 104 FM by John Abraham Brand Ambassador of Fever Voice of Change.



Mr. Dharmendra Modi represented MAD at the ceremony. This initiative was a first of its kind and saw 25000+ volunteers coming together and beautifying 36 railways stations in a week. This initiative was a joint effort of MAD (Making a Difference) Foundation and Mumbai First.

We are growing

An environmentalist by training, Gautam began his career with the All India Institute of Local Self Government, working on Solid Waste Management before he was deputed to work with CITYNET in Japan. Returning home, he joined the Mumbai Transformation Project. Moving to the corporate world, Gautam helped establish Mahindra's Corporate Sustainability Cell and complete its inaugural reports. He went on to lead AILSG's team on a project funded by the Bill & Melinda Gates Foundation for the development of data collection formats and indicators related to Water Supply, Sanitation, Sewerage and Solid Waste Management. He moved to ORF Mumbai in 2010 and helped establish the think tank with his work on the Mithi River. Over seven years at ORF Mumbai he pushed the agenda to improve Public Space in the city through the art and science of Placemaking. Gautam, Welcome Aboard.



Gautam Kirtane

Office Address

3rd Floor, Y. B. Chavan Centre,
Gen. Jagannath Bhosale Marg,
Next to Sachivalaya Gymkhana,
Nariman Point, Mumbai – 400021, India.



Follow us on  

☎ 22810070 / 71 ✉ info@mumbaifirst.org
website www.mumbaifirst.org

*Edited and Published by Shishir Joshi
Co-ordinated and written by Himani Baid*