Dear Friends,

We have had another eventful quarter at Mumbai First. Keeping with its mission of making Mumbai a better place to live in, we partnered with International Agencies, Government and various other NGOs.

Continuing our close relationship with several British organizations over the last few years, we signed a MoU with the British Council to initiate projects and activities in the field of education and culture. This is a first such city-level partnership in the ongoing UK-India Year of Culture and we are excited to partner with the British Council.

We were very happy to collaborate with Mumbai Port Trust and organized a conference on “The Dawn of Cruise Tourism in India”. Hon’ble Minister of Shipping – Mr. Nitin Gadkari, was the Guest of Honour. The event helped to highlight Mumbai Port Trust and Shipping Ministry’s preparedness to host cruise vessels which will help give tremendous boost.

The most challenging initiative we have taken this year is Mission 24 — “Mumbai for M-East. We have joined hands with Apnalaya, a “not-for-profit” organization working in M-East ward for the last twenty years and MCGM, to transform the M-east ward through implementation of common objectives between Mission 24 and the Mumbai Development Plan 2034.

Another interesting initiative was hosting a first-of-its-kind children’s Adopt-a-Book Crowd funding festival at the Iconic Asiatic Library. We have raised Rs. 3 lakhs till now, which will help in digitising and preserving close to around 250 or more books at the Asiatic Library.

We congratulate Mr. Shishir Joshi, our Former CEO, on being felicitated with a special jury mention at the I-Volunteer awards for his exemplary contribution towards India’s Social Development. Well done Shishir!!!

Continuing our close co-operation with the Netherlands Consulate, we hosted a day long Masterclass on Waste Water Treatment, Waste to Energy & Resilient Cities. We were delighted to have Mr. Sumit Mullick, Chief Secretary of Maharashtra with us, delivering the “Key Note Address”. The event was well attended with speakers from Rotterdam, Amsterdam and Mumbai, sharing their ideas on very important subjects.

Lastly, solving the problem of congestion on the highways, we are partnering with MMRDA and BEST, to introduce a unique and exclusive public transport initiative. It is an effort to provide convenience to the commuting corporate citizens of BKC as well as to de-congest the main highways within the city. This will be launched in December.

With best wishes for the festive season.

Kind regards,

**Narinder Nayar**
Chairman, Mumbai First
Taking up the baton

Mohandas K. Gandhi, Martin Luther King, Dr. Verghese Kurien, iconic change-makers all. What marked them out from others was their one overarching belief:

“If it is for the people, it must be by the people”.

Each one of these giants remains a role model of transformative leadership. Their values and work principles are timeless. While the 'Power of One' is undisputed, it was participative leadership, 'The power of the silent millions' that made all the difference.

Whether in individuals or institutions, isolation limits success. If it is for the public good, then public involvement is imperative.

In 1943, Abraham Maslow put forward his 'Theory of Human Motivation' with a pyramid indicating an ascending 'hierarchy of needs'. The base of the pyramid is made of Basic Needs. The middle level is built of Psychological Needs and the peak of the pyramid involves Self-Actualization Needs for achieving one's full potential.

What is a city if not its people? What is Mumbai if not its Mumbaikars?

For more than 22 years, 'Mumbai First' has been leading various initiatives to improve Mumbaikars' lives and has earned well-deserved credibility with the government as well.

While Mumbai First continues to work mainly towards Mumbaikars' basic needs, we must always endeavour to maintain its historical status as 'urbs prima in indis'. We must be a city that cares for the psychological and self-actualization needs of its citizens.

How about taking art to the common people? Places like railway stations and bazaars, where people live out their routines, can become venues to showcase emerging artists.

Mumbai First has some fantastic projects that we are committed to. 'Mission24' is a mammoth task for which we have teamed up with the NGO 'Apnalaya' and the BMC. Fulfilling this promise will earn us undying respect from all Mumbaikars.

'Project Bayline' can put our city on par with New York and Shanghai. The good part is it can be taken up simultaneously with the government's pet project of coastal road. The 'Bayline' project has a higher 'Return-On-Cost' when compared to the Coastal road. While enhancing Mumbai's environment and economy, it will also add value to every Mumbaikar's life.

As I embark on my journey as CEO of 'Mumbai First', an honor and a huge responsibility, I seek your blessings and support so that we continue to fulfill the dream of the first few Good Samaritans whose love for their city brought them together more than two decades ago.

Let me conclude with my firm commitment as an individual and as 'Team MF' to strive for the betterment of people of Mumbai and the entire MMR region.

Wishing you all a joyous new year!

Jai Ho!

Atul Bhide
CEO, Mumbai First
India and the UK have a long and rich history. In the backdrop of 2017, being the UK-India Year of Culture, We met British Council in May 2017 to explore opportunities of working together, various areas like arts, culture and education were discussed. Mumbai First and British Council both decided that improving the quality and Education and 21st century core skills for students as priority areas for MMR.

This culminated into signing a MoU with British Council on 10th July 2017. We will be initiating projects and activities in two key areas Education and Culture. The collaboration is a two-year project that is likely to be extended. This is a first city level partnership in the ongoing UK-India Year of Culture. The initiative will also include exchanges throughout the year between UK and Indian artists, organisations and the public through collaborative projects designed to nurture talent and promote wider cultural dialogue.

**Education**

- To enrich and improve the quality of teaching skills of low-cost private English medium schools in and around Mumbai. To introduce professional development and language proficiency programmes.

- These programmes will be conducted face to face and digitally with government (municipal) primary and secondary schools involving around 10,000 teachers across the Mumbai Metropolitan Region.

**Culture**

- Initiatives will focus on taking the diverse range of music of Mumbai to a global audience through Mix the City Mumbai Project, featuring recordings of performances by local musicians curated online.

- To showcase the heritage of Mumbai through art installations in public places across Mumbai, creating multiple sites where people will be able to become a part of the city’s rich musical heritage.

“For almost 70 years, we have helped put education and culture at the heart of the UK’s relationship with Mumbai. We are delighted that in Prime Minister Narendra Modi’s ‘UK-India Year of Culture’, we can deepen our connections with the city through a new partnership with Mumbai First,” said British Council’s Director-India”.

**Alan Gemmell** British Council, Director India
The Dawn of Cruise Tourism in India –
Unveiling the SoPs and Road Map for Cruise Operations

Cruise Tourism has been identified as one of the key thrust areas to be implemented across all the key ports as priority by the Government of India. In 2016, Mumbai Port Trust appointed International Consultants Bermello & Ajamil (B&A) to prepare Road Map for boosting cruise tourism in India. In June 2017, B&A submitted their report. In the report several measures were suggested by them which were subsequently implemented by the Mumbai Port Trust. At present there has been a 25% increase in cruise ship arrival and 50% increase in passengers.

To showcase their preparedness to host cruise vessels and sensitise the stakeholders about action taken for promotion of Cruise Tourism, Mumbai Port Trust (MbPT) and Ministry of Shipping’s in collaboration with Mumbai First as knowledge partner organised an exclusive preview to the “The Dawn of Cruise Tourism in India” on 8th August 2017, at Trident, Nariman Point.

Shri Nitin Gadkari, The Shipping and Road Transport and Highways Minister, Mr. David Dingle, Chairman, Carnival, UK – the biggest cruise line in the world, Shri Ravi Kant, Secretary to GoI, Ministry
of Shipping, Smt. Rashmi Verma, Secretary to GoI, Ministry of Tourism, Shri. J. Rawal, Minister of Tourism, Government of Maharashtra, Shri Arvind Sawant, Member of Parliament, Shri. Sumit Mullick, Chief Secretary to Government of Maharashtra and other senior officials from the government were present at the event.

The Union Minister expressed confidence that the cruise tourism sector would be a game-changer for domestic as well as international travellers. The sector has immense potential to create more jobs and revenue for the country. He also released three reports - *Road Map for Sea Cruise Tourism*, *Mumbai Port SOP for Cruise Operations* and *Cruise Terminals in India* Which aims to bring uniformity in procedural formalities to transform Cruise Tourism in India.
Mission 24 is a civic initiative in collaboration with Apnalaya with MCGM as a principal stakeholder. The campaign was launched on 12th September 2017 by BMC Municipal Commissioner Shri Ajoy Mehta and Rajya Sabha M.P. Shri Sachin Tendulkar.

M-East Ward Information

- M East ward encompasses an area of 3819.71 hectares, approximately 6% of Mumbai’s total land area.
- While industrial areas are located only in Majithia and Deonar, around 23% of the total residential area remains underdeveloped.
- In terms of Human Development Indices, the area is ranked last among Mumbai’s total 24 wards.
- *Source: MCGM’s DP data & HDR2009
Making People Resilient – Collective efforts to bring change through an Initiative “Mission 24”

Arun Kumar – CEO Apnalaya

To follow a sustainable model of development while working with communities with extreme deprivation is often very difficult. And, yet at Apnalaya we continue to aspire for the same. We do so because we strongly believe that our role has to be that of a catalyst; the community must participate in its development.

This, in turn, comes from our unshakable faith in the Indian Constitution: you are a citizen, you have rights. The basti belongs to you; the issues there in are yours; an NGO can certainly help, but, ultimately it is your life, your struggle. If people in the community are aware of their rights, they can make the system respond. After all, the system, the government and its departments too are ours only.

Having worked for over 44 years with the most under-served communities in Mumbai, we have understood that we need to learn our responsibilities and rights. We have also understood that a collectively arrived at knowledge is the most effective tool of change. Informed by these two philosophies, Apnalaya runs a structured, curriculum based Citizenship program, which seeks to turn the masses from being people” to “becoming citizens”.

This is what Mission 24 is for us: a collaborative effort at securing change in a way where the community learns to negotiate its issues even after the Mission is over. It is extension of our Citizenship program: every citizen is entitled to certain basic amenities, without which the life has no dignity.

Herein, we aim to engage not only with the people of the community, their local representatives, and the concerned local government, but even with the individual philanthropist and corporates, for we believe that all stakeholders need to pull in together to bring tangible, infrastructural change in real quick time. We enable adolescents and youth, adult men and women to not only learn about their rights but also about government’s plans, schemes and budgets. This we insist must be arrived at collectively.

The other part of Mission 24 looks outward: how much does the rest of the Mumbai know and care about a ward that lives on Rs. 7802/p.m.? Is it acceptable to me as a proud Mumbaikar that some of our citizens have no access to a school, hospital or a drainage system? How can we change the life-experience of tens of thousands of fellow citizens? The help we have received from the MCGM and all our partners, especially Mumbai First, makes us believe that together, we certainly can.
This Daan Utsav week (The joy of giving) Mumbai First collaborated with Asiatic Library to host Adopt-A-Book a children’s festival from the 6th to 8th October.

This crowd funding event was aimed at reaching out to young readers across the city of Mumbai to come and visit the Asiatic Library a pristine historic institution located in South Mumbai which houses some of the best books that every book lover can dream of as well as raising money for the digitization and preservation of the old books located in the library and also the books which got damaged during the recent Mumbai Floods.

Adopt a book initiative gave opportunity to support the conservation and digitisation of library books in need of repair. Every contribution helped to keep these books available for current and future faculty, scholars and students.

The majority of the Library’s collections comprise of books and manuscripts dating from between the 15th – 18th centuries – the oldest book they have dates from the 1400s! As you can guess, the books’ great ages mean that they often need a little looking after – and some more so than others. Over 28000 books,
2200 administrative reports, maps and old newspapers have been digitised but many books are still in dire need of repair. All the funds collected will go in reparation of these books.

This event was a game changer in a sense that it opened the doors of the iconic Asiatic society of Mumbai to the public and made people aware about the treasure it holds and due to this we managed to raise 3 lakhs which will be utilised in digitising and preserving close to 250 or more books at the library.

**Event Timeline**

The event continued over a span of 3 days with a lot of enthusiastic children visiting the library along with their parents. Mumbai First organized lively activities for the children. This included storytelling by various children authors, engaging videos and short stories for the children, historic walks around the Asiatic Library to get a chance to see the rare books, rare artifacts and hear about the story of this beautiful architecture in the midst of a vibrant city, musical plays, doodling boards and an intuitive session on the Flora and Fauna in and around Mumbai city.

Close to 300 children had attended the event along with their parents and were enthralled by the magnificent Asiatic Library and the fun filled activities scheduled for them. Parents were interested in the digitization and preservation process of the books and generously donated towards the cause.

This first of its kind campaign gave readers of Mumbai a chance to support and help in the conservation and digitization of the rare collections of books in need of repair and made people aware of the Asiatic Library and the treasures it holds!
Booked for a life –
Experience at Adopt-a-Book Campaign

Preeti Vyas Founder, FungOKPlease Publishing India

When Mumbai First approached us in September to participate in the upcoming Daan Utsav by bringing children's literature to the historic Asiatic Library, we were thrilled. I had participated in their amazing initiative 'Hamara Station, Hamari Shaan' last year with my 7 year old son, beautifying Mumbai Central station and this new initiative sounded very promising too.

As a publisher of children's books, we are always on the lookout for opportunities to expose children to Indian writing and read our books aloud to children. There are so few venues and opportunities in a busy city like Mumbai where this is possible, which is what made the Adopt-a-Book campaign so special.

The initiative was very effective in so many ways:

- Children of Mumbai got to visit heritage Asiatic Library, an iconic and historical site of our city which is almost unknown to the current generation of kids.
They got to see rare and ancient books which are in such dire need of preservation. They learnt that digitization being the perfect way to make them freely available to readers around the world and ensure their access for future generations too.

It was wonderful to see little eyes light up looking at the magnificent architecture, row upon row of cupboards filled with treasures and a marvelous 200 year old book about snakes! I am sure each of these kids carried home memories and an awareness of this living history within our very own city.

We also conducted a unique campaign, where we encouraged children to write a story or make a piece of art on topics related to books. It would be their 'contribution' or 'daan' towards raising awareness and funds for the 'Adopt-a-Book' campaign during Daan Utsav. Our sponsor, 'Choksi Charity Foundation', graciously donated Rs.1000 for every entry received to the Asiatic Society towards the Adopt-a-Book project. We received over 100 entries and children thus raised over Rs 1 lakh for this project. Each child received a certificate from Asiatic Library for their effort and some of the children even read out their stories in the culminating event at the library on the 8th of October. It was a very memorable weekend.

Overall, collaborating with Mumbai First on this project was a wonderful experience. The team's enthusiasm and vision rubbed off on all the story tellers, authors, publishers and children alike. We hope that this will only be the first of many events and activities at the amazing Asiatic Library which will continue to bring Mumbaikars, especially the little ones, back to the library!

Thank you Mumbai First for let us be part of this wonderful initiative. More power to you and your efforts at making Mumbai a better city to live in and work in!
**Topic: The Book Doctor**

**SPECIAL ABILITIES OF THE BOOK DOCTOR**

1. A colour brush and palette to fill the book with pictures!
2. A vacuum to pull out all boredom and make the book alive!
3. A smart book hat to think up innovative ideas to mend books!
4. A small computer to identify where the book fades!
5. Two mini-launchers to easily transport the doctor to books!
6. A special magical touch that fills the book with excitement and fun!
7. A broom and cleaning tools to fix the physical appearance of the book to make it attractive!
Masterclass on Waste Water Treatment, Waste to Energy & Resilient Cities

Mumbai First and Netherlands Consulate invited a room full of experts for a day-long masterclass on waste to energy, waste water treatment and urban resilience on November 24th 2017.

Mr. Sumit Mullick, Chief Secretary delivered the keynote address while Mr. Guido Tielman, Consul General Netherlands did the context setting for the Masterclass.

Mr. Maarten Struijvenberg, Vice Mayor of Rotterdam was present to open the masterclass, followed by three sessions. On the one hand, Stef le Fevre from Amsterdam talked about deriving value from waste, Kees van der Lugt from Waternet spoke about waste water treatment, Arnoud Molenaar and Asma Jhina from 100 Resilient Cities spoke on urban resilience, and Rob Steijn talked about the Disaster Risk Reduction instrument, while on the other hand Mr. Rakesh Kumar Director, NEERI, Mr. Sanjay Mukherjee Additional Commissioner, MCGM and Mr. Vijay Singhal Additional Commissioner, MCGM
spoke about the local realities and pressing challenges that Mumbai faces in terms of managing waste.

Designing smart methods to tackle water treatment and waste management are important parts of civic design in the Netherlands. In line with the ongoing Swachh Bharat Campaign and with growing ambitions for Smart City design in India, this masterclass provided a great platform for the exchange of knowledge.

The audience, a mix of government officials and representatives from private companies from relevant sectors, carried out enthusiastic discussions in between the presentations.

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**I-Volunteer Award—Special Jury Mention – Mr. Shishir Joshi**

Volunteer Awards identify the champions leading the volunteering movement in India, as well as recognize the contribution of youth and organizations that engage them and create an environment that will inspire more people to volunteer for India’s development.

Mr. Shishir Joshi, Former CEO, Mumbai First was honoured with a special jury mention for his exemplary contribution towards India’s Social Development over the years through the process of Volunteer mobilisation for his work across India in mentoring over 7000 citizen journalists and in recent times successful implementation of the Railways Beautification Initiative.
Table Tennis for All - An Initiative to increase the footprints of Table Tennis in India

Mumbai First with the support of MCGM along with 11EVEN Sports Pvt. Ltd. (ESPL) led by Vita Dani is kick-starting an initiative “Table Tennis for all”. The aim is to increase the footprints of Table Tennis sport in India through a holistic and robust developmental 10 year plan.

The initiative aims to facilitate a great platform for table tennis in the municipal schools and create equal opportunities with international grade equipment, Qualified Instructors, Proper fitness training and diet guidance. In the first phase it will be implemented in 50 municipal schools suggested by MCGM through Coaching Centres at the Municipal Schools and Outdoor Activation.

Objectives:

- Targeting 2024 Olympics
- Equal opportunity as base of the sport.
- Systematic training and develop their skills and talent in the game.
- Provide a special platform for players of Municipal schools.
- Improve their physical fitness.
- Mumbai First will bring in experts to run the programme and facilitate funding of the programme through its network and resources
- MCGM can identify and provide suitable space and resource persons within municipal schools.

A meeting was held based on that 10 schools across Mumbai have been provided with TT paddles, balls, and scoring boards and Table Tennis tables.