

JUNE  
2020



# First & Foremost



## Chairman's Address

### Narinder Nayar

Chairman, Mumbai First

We are passing through unprecedented times and wish you and your loved ones, good health and safety.

You will recall in my last message, I had mentioned, in the 25th year of our existence, we will be focusing on the challenges of climate change affecting coastal cities like Mumbai faces, following sea water temperature rises.

We began our year with an international conference "Climate Crisis: Action for tropical coastal cities on 27th and 28th February, with the support of the Government of Maharashtra, European Union and McKinsey and NEERI - as our Knowledge Partners.

I am grateful to Mr. Rakesh Kumar - Director, NEERI and Mr Shirish Sankhe - Director, McKinsey, for their support and their excellent presentations at the conference.

We were particularly delighted to have Mr. Ugo Astuto - European Union Ambassador to India, to deliver the keynote address at our conference and we much appreciate the continued support from the European Union, in our various initiatives in Mumbai.

We are grateful to Mr. Praveen Pardeshi , Municipal Commissioner of Greater Mumbai for sharing his vision and perceptions for Mumbai. We thank Mr. R.A. Rajeev , MMRDA Commissioner for sharing his views on this important subject as far as MMR is concerned.

Due to the pandemic and international travel restrictions, several of our international speakers were unable to travel to Mumbai but we were glad that some of them could participate through video conferences and we appreciate their special efforts for sharing their work with us.

In a particularly interesting session, three Consul Generals based in Mumbai, Italy - Ms. Stefania Constanza, Netherlands - Mr. Guido Tielman and Sweden - Ms. Anna Lekvall participated in a panel discussion, to share the various steps their countries are taking to deal with the consequences of climate change.

Many thanks to Mr. Sanjay Bhatia , Chairman - Mumbai Port Trust for accepting our invitation, to share his plans for the use of the land of Mumbai Port Trust, for the benefit of the city. This is an exciting development and we are keenly looking forward to further progress on this.

We were happy to be witness to history as the protocol for the Global Covenant of Mayors for Climate and Energy was signed at this conference and Mumbai joins its world class counterparts, pledging to reduce greenhouse emissions.

We hear reports that several large corporations are planning to exit China because of COVID-19. This could be an opportunity for India and we urge the Maharashtra Government to make special efforts, to attract these companies to relocate to MMR, where special long term concessions could be given.

However, in what some people might call irony or even poetic justice, this year, one that we had originally designated to focus on Climate Change in the MMR, has plans of its own and Climate and the Environment seem to be the biggest benefactors. Around the world, air quality is improving - the ozone layer is quickly mending and biodiversity is unabashedly flourishing. In Mumbai, like many other large cities, we see blue skies unmarred by smog.

As I write this message, we have an extended lockdown in Mumbai with the economic activities almost paralyzed. We need to take some hard decisions of unwinding from further lockdowns and enabling the economy to function. If we do not act quickly, we will be running big risks, ending up with major economic setbacks.

We must stop relying on yesterday's ideas to fight today's problems. The seeds have been sown and we do believe 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.



## CEO Speaks

**Dr. Neville A Mehta**  
CEO, Mumbai First

Citizens of the World currently are living in an era in which intersecting crises are being elevated to a global scale with extremely high levels of inequality, climate destabilization, environment degradation coupled with conflict, mounting public health crises & economic uncertainty.

Today we all are facing an unprecedented wake-up call for all inhabitants of the World with a Parallel threat of COVID-19, environment & climate change which requires brave, visionary and collaborative leadership from all world leaders & every citizen of our World. The year 2020 coronavirus pandemic may lead us to understand the ties that bind us all on a global scale and could help us realise the Public health challenges of the century & the current climate crisis

There is one thing in common when we are subject to health shocks, they hit the poorest and the most vulnerable the hardest. This results in increasing poverty, forcing families into extreme poverty because they have to pay for health care due to the lack of insurance & extremely poor quantity & quality of public health care facilities.

When health disasters hit, global inequality is sustained and reinforced, and paid for with the lives of the poor and marginalized. We need to relook at our national health systems over the past decade. The same will have to be reversed if economies and societies are to be resilient and prosperous in an age of change post Covid19. The current Covid 19 pandemic brings forth how inequality is a major hurdle in ensuring the health and wellbeing of people, and how social and economic inequality materializes in unequal access to healthcare systems.

Climate change is frequently described as a threat multiplier, something that exacerbates existing problems and creates new ones. No aspect of life on this planet has been untouched by climate change —

viruses included. The world is rife with viruses; at least 320,000 kinds are known to infect mammals alone. Climate change compounds these problems. It shrinks some animal populations, depriving them of the genetic diversity needed to control disease. It forces others to migrate, producing new kinds of animal-to-animal and animal-to-human interactions. There have been surveys which show several zoonotic diseases outbreaks to extreme weather events such as droughts and floods that are expected to become more common as the planet warms.

To make matters worse, a warmer planet is expected to be a less stable one. More people will be displaced by natural disasters. Droughts and the resulting food shortages could trigger political conflict. Societies ravaged by wars and humanitarian crises are less able to maintain the infrastructure needed to preserve public health. The loss of clean water, access to health care and disease surveillance from government agencies can make it easier for pathogens to spread. The WHO estimates that we can prevent, by reducing the environmental and social risk factors people are exposed to, nearly a quarter of the global health burden (measured as loss from sickness, death and financial costs.) Creating healthy environments for healthier populations and promoting Universal Health Coverage (UHC) are two of the most effective ways in which we can reduce the long-term health impacts from – and increase our resilience and adaptive capacity to – both the coronavirus pandemic and climate change

Third, the global health crisis we find ourselves in has forced us to dramatically change our behaviour in order to protect ourselves and those around us, to a degree most of us have never experienced before. This temporary shift of gears could lead to a long-term shift in old behaviours and assumptions, which could lead to a public drive for collective action and effective risk management. Even though climate change

presents a slower, more long-term health threat, an equally dramatic and sustained shift in behaviour will be needed to prevent irreversible damage.

Lastly, crises like these offer an opportunity for a regained sense of shared humanity, in which people realize what matters most: the health and safety of their loved ones, and by extension the health and safety of their community, country and fellow global citizens. Both the climate crisis and unfolding pandemic threaten this one thing we all care about. In the months and years to come, when a covid-19 vaccine is developed and the pandemic is contained,

people should not forget these bright spots. How do we take these good things and hold onto them, and steer them toward the larger climate conversation?

Mumbai First has been working from home for the past few months, but our drive to make Mumbai the very best it can be is still our primary goal and one that we continue to work towards, vigorously. With a new perspective on health, economic growth, environment and transport, among other things, we continue to work in bringing multiple stakeholders together to ensure the most effective and efficient results.



## CLIMATE CRISIS: ACTION FOR TROPICAL COASTAL CITIES

Mumbai First with the 'Strategic Partnerships for the Implementation of the Paris Agreement' (SPIPA) project funded by the European Union (EU) organised a two-day conference titled "Climate Crisis: Action for Coastal Cities." It was organised in collaboration with the Government of Maharashtra (GOI), Municipal Corporation of Greater Mumbai (MCGM), Ministry of Environment, Forests and Climate Change (MoEFCC), and National Environmental Engineering Research Institute (NEERI).



**Dr. Rakesh Kumar, Director, National Environmental Engineering Research Institute (NEERI):**

- By 2035, cost involved in relocating people from vulnerable areas will be around INR 400 Crores (EUR 50 Million)
- Projected infrastructure damage of worth INR 6500 Crores (EUR 812 Million) is expected.



**Mr. Ugo Astuto, European Union Ambassador to India:**

- Close cooperation between the EU and India under the Clean Energy and Climate Partnership, including the activities under the SPIPA project is important.
- Stressed the need to act collectively in order to keep global temperature increase below 1.5 degrees



**Mr. Shirish Sankhe from McKinsey India**

- Presented key points from a report published by McKinsey highlighting the adverse impacts of climate change expected in Mumbai by 2030 and 2050 in case adaptation measures are not implemented.
- He concluded that given the complexity of anticipated challenges, we should respond by prioritizing our action plans in the following manner:
  - Including climate risk in the decision-making process
  - Accelerate Adaptation measures
  - Decarbonization of critical sectors at large scale



**Mr. Praveen Pardeshi, Municipal Commissioner, Municipal Corporation of Greater Mumbai (MCGM)**

- The upcoming BrihanMumbai Municipal Corporation (BMC) budget will focus on Circular Economy, Climate Resilience and Governance.
- Since BMC is not quantitatively factoring climate risk into infrastructure projects, we are still unprepared to face the challenges in the future.



**Mr. Guido Tielman, Consul General of Netherlands in Mumbai**

- There is a gap between policy intentions and implementations, for instance how to design a nudge economy.
- The Dutch government is trying to develop a participatory approach to combat climate change and is investing more on adaptation.

**Ms. Anna Lekvall, Consul General of Sweden in Mumbai**

- Ms. Anna stated that there is an urgent need for setting higher goals and fostering international cooperation to fight climate change.
- Sweden has the most ambitious environment policies in the world, and laws that bind future governments to the same goals. There is a national strategy and new legislation on climate related issues. She also emphasised on the point that Local level knowledge and

awareness on climate change needs to be enhanced.

**Ms. Stefania Constanza, Consul General of Italy in Mumbai**

- Italy and Mumbai are facing so many common challenges. Taking care of a fragile environment requires integrated effort, for a long time there was a sectoral approach, but now it has evolved into a holistic approach.
- There is a need to integrate the social and economic dimension and to invest in transformation from carbon intensive business.



Dr. Ashish Chaturvedi, Director-Climate Change, GIZ-India., Mr. Edwin Koekkoek, Counsellor - Energy and Climate Action, EU Delegation to India, Dr. Alexander Bisaro, Global Climate Forum, Mr. Vikas Goyal, Director, Resilience & Water, from RoyalhaskoningDHV India



Dr. Ashish Chaturvedi, Director-Climate Change, GIZ-India, Mr. R. A. Rajeev, Metropolitan Commissioner, (MMRDA), Dr. Jagdish Patel, the Mayor of Surat Municipal Corporation and Mr. Dipak Gandhi, Executive Engineer of Surat, Mr. Jiji Thomson, Former Chief Secretary, Government of Kerala, Dr. Umgiesser Georg, Senior Scientist, ISMAR Institute of Marine Sciences, Italy, Dr. Philipp Rode, Executive Director, LSE Cities and Associate Professorial Research Fellow at London School of Economics





Dr. Rakesh Kumar, Director, Dr. Mohanasundar Radhakrishnan, IHE Delft, Mr. Sanjay Bhatia, Chairman, Mumbai Port Trust, Mr. Mahesh Narvekar, Disaster Management Unit of Municipal Corporation of Greater Mumbai (MCGM), Prof. Kapil Gupta from IIT Mumbai



Mr. Rakesh Kumar, Director (CSIR-NEERI), Ms Shweta Wagh, Associate Professor, Kamla Raheja Vidhyandhi Institute for Architecture, Mr Pradip Patade, Co-founder, Marine Life of Mumbai, Dr. Amita Athavale, Professor & Head of the Department (HoD) -Pulmonary Medicine and Environmental Pollution Research Centre, KEM Hospital



Mr. Ajay Deshpande, Ex-Member, Maharashtra Pollution Control Board, Dr Donal Cannon, Head of European Investment Bank in South Asia, Ms. Naman Gupta, Climate change advisor, Government of Maharashtra, Mr. Anirban Ghosh, Chief Sustainability Officer, Mahindra group, Mr. Manu Prakash, CEO, Taru Leading Edge



Mr. Nandan Maluste, Dr. Janki Andharia, Professor, Tata Institute of Social Sciences (TISS), Shloka Nath, Director, India Climate Collaborative, Dr Nandita Shah: Gender Inclusion, Akshara Centre



## Climate Change: Prevention, Mitigation or Adaptation

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*It is no longer Climate Change  
Within a tolerable range.  
A crisis is what its about  
With fires, floods as well as drought.  
Every week a constant blast  
Far worse than seen in the past.*

*If we must, we will adapt  
Prevention though would be more apt.  
There is a cost to adaptation,  
It's rising fast in every nation  
As well as for the world at large.  
This will be a heavy charge.*

*In fact, we should all conclude  
Prevention would indeed be shrewd.  
It is actually would cost much less  
And avoid a lot of stress.  
A uniform carbon tax  
Would protect all our backs.*

*Collected by each Nation State  
But universal in its rate!  
All GHGs would be fair game.  
Every country should charge the same.  
The benefit that this would yield  
Would be a level playing field.*

*Competitors just wouldn't care  
But this system's very fair.  
Just how high should this tax be?  
A range of numbers we can see.  
But Sixty dollars per metric ton  
Would surely get reduction done.*

*For carbon this could be the rate  
For others we would calibrate.  
The appropriate rate we would select  
Based on the Greenhouse Gas effect.*

*Based on today's emissions rate  
Quite candidly I should state  
It wouldn't be a trivial sum  
But there's no reason to be glum.  
In dollars it would be Two Trillion  
It is a lot but not a Zillion!*

*Compared to global GDP  
The percentage is less than three.  
Compared to taxes then again  
The percentage is less than ten!  
Of course some would then take a call  
To reduce emissions not pay it all.*

*But bear in mind it's not a cost.  
For the economy nothing is lost.  
A UBI could be instated  
Some other tax could be abated.  
And if this is indeed just so  
The economy would still grow.*

*Don't you think it's very nice  
That there is hardly any price?  
And very little would be lost  
As adaptation has a higher cost!  
In the Godrej Group it is seen  
That our goals of Good and Green  
Though ambitious will be done  
Sustainability can be won.  
And do without partiality  
Our goal for water, carbon or solid waste  
By 2020 we will make haste  
To make our net emissions zero.  
Will that make the group a hero?  
In 2010 the goal looked tall  
But we took a reasoned call.  
Technology would save the day.  
So far it has turned out that way.  
As technology takes a leap  
Green energy gets very cheap.*

*Keen observers quickly saw  
Thar Solar also tracks Moore's Law.  
Whether groundnut shell or bagasse  
Our India's full of biomass.  
At first we thought, the more we slaved,  
We did invest but we also saved.*

*And solar is getting cheaper  
And as we do start digging deeper  
In India it will hit the goal  
Of being cheaper than even coal  
In just a handful of years.*

*Already we and our peers  
Are sourcing solar electricity  
At lower rates than from utility.  
For quite some time we've been extorted  
As their finances aren't still sorted.*

*A silver lining can be seen,  
Since it incentivises green.  
But in Maharashtra, just of late,  
The situation isn't great.  
Green Energy buyers have been dazed  
As wheeling charges have been raised.*

*Net metering comes at a cost.  
Thus all the benefits are lost!  
Our dear CM, this isn't fun.  
This kind of thing is just not done.  
Instead of being incentivised  
Green Energy is being penalised!*

*The case of course is very clear  
And yet we are nowhere near  
Any kind of good solution  
To end Greenhouse Gas pollution.  
Around the world we would find  
So many leaders that are blind.*

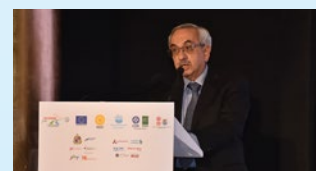
*Or perhaps not so benighted  
But conveniently shortsighted.*

*Why undergo any pain  
If by the time you get the gain  
You will no longer be around.  
To politicians this may seem sound  
It's also hard to agree  
Since any gain we only see  
If we act collectively.*

*What's obvious logical  
Therefore, may not come to pass.  
It's very sad but true! Alas!  
Though prevention is the best  
If we can't rely on the rest  
We can do some mitigation  
But we'll still pay for adaptation  
In our city and in our nation.*

*Of course it would be very wise  
To anticipate sea level rise.  
As extreme weather will be the norm  
We must prepare for every storm.  
There will be big increases  
In all the tropical diseases.  
Good drainage will be a must  
Or else a great flood will cause a bust.*

*In Climate Change as well as health  
Prevention can conserve our wealth  
Prevention is much better than cure!  
So learn it now or then endure  
The endless pain and aggravation  
Of the heavy cost of adaptation!*



- Nadir Godrej

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# Panel Discussion

## Championing Smart and Sustainable Solid Waste Management:



Mumbai First and NEERI brought together government officials, industry leaders and experts in the field, to discuss the alternatives processes that Mumbai should adopt to ensure that the existing situation does not get to a point of no return. The conference aimed to help various stakeholders share their experiences and thereby, synthesise their efforts into a charter for keen citizens to better understand the role they can play in managing solid waste.

### Key points discussed include:

1. Audit and calibrate existing rules and policies related to Solid waste management to assess their effectiveness
2. Publish ratings and ranking of all existing technologies available in the market
3. Setup a technology park of all waste technologies so that citizens can adopt appropriate technologies according to the nature of their waste. This would boost sourceboost at source management of waste and alleviate the responsibility from the MCGM.
4. Design a vocational course for citizens willing to practice organic composting, recycling or up-cycling of waste etc

5. Formulate a manual of Standard Operating procedures (SOPs) available to citizens at each ward for defining proper waste management techniques.
6. Establish a centralized SWM management system synonymous to the Litter control Program implemented in the USA in USA. Under the Litter Control Program every state in the United States and countless local governments have established programs based on strategies that include a combination of cleanup, prevention, enforcement and funding to control the amount of litter they generate.



### Session Chairperson -

Dr. R. A. Rajeev, Commissioner, MMRDA

**Panelist:** Dr. Sameer Unhale, CEO Thane Smart City, Former Mission Director, Swachh Bharat Mission, Maharashtra, Mr. Ashok Khaire, Joint Municipal Commissioner (SWM), MCGM, Mr. Kiran Dighavkar, Assistant Municipal Commissioner (G-North, Ward), Nodal Officer, Swachh Bharat Mission (MCGM), Ms. Rutuja Bhalerao, MPCB



**Moderator:** Dr. Neville Mehta,

**Panelists:** Mr. Suraj Nandkumar, Director, Recity, Mr. Avick Sil, Regional Director, EPRI, Mr. Rajkumar Sharma, Advanced Locality Management and Networking Action Committee (ALMANAC).



**Moderator:** Mr. Shrikant Parab, Director of Asia Affairs, Delta Group Holdings

**Panelists:** Mr. Debartha D, Co-Founder, SampurnEarth Environment Solutions, Dr. Pratibha Ganeshan, TATA Institute of Social Sciences, Dr. Deepti Sharma, Founder, TerraNero Environment Solutions, Ms. Bhakti Bhadra, Associate Manager, Triton Greentech Innovations Pvt. Ltd.



**Moderator:** Mr. Neville Mehta

**Panellists:** Dr. Sunil Kumar, Principal Scientist and Head, TDR, CSIR- NEERI, Mr. Rahul Nainani, Co-Founder and CEO, Raddiconnect, Prof. Anurag Garg, IIT Bombay, TCTD



**Moderator:** Dr. Rakesh Kumar

**Panellists:** Mr. Kedar Sohoni, Green Communities Foundation, Ms. Monisha Narke, Founder, RUR Greenlife, Mr. Shrikant Parab, Director of Asia Affairs, Delta Group Holdings

# Mission

## Mission Meeting: Transport and Mobility (Traffic in MMR)



This meeting between officials from the Traffic and Transport Departments of the government, individual experts and Mumbai First was called to discuss measures to resolve traffic related issues in the MMR by coordinating our efforts towards common goals.

**The setting the tone presentation was given by Mr. Vinay Kargaonkar. Highlights from the presentation are provided below:**

- He demonstrated the ratio of population to total vehicles and also two-wheelers to the total population of Maharashtra, as well as the total length of roads and highways in the state.
- India with just 3% of the world's vehicles, still accounts for 12% of the world's road accidents. This costs about 2% of GDP. The situation is projected to worsen in the coming years.



### • Causes of Accidents:

- 81.72% - Human Element
- 4.63% - Vehicle Element
- 13.65% - Infrastructure/Environment Elements

### Potential Focus Areas for this group:

- Improving road discipline and enforcing the best disincentives.
- Improving coordination between MCGM, traffic police, highway police, etc.
- "Pedestrian First" mentality needs to be cultivated which includes elevated crossings, quality footpaths, well timed signals, etc.
- Looking closely at the two-wheeler menace, potential solutions and options for education.

Moving forward, Mumbai First proposes to work on improving the traffic congestion in the MMR.



## Jagannath's Kitchen - Pankaj Varma



“I got a call at around 11:30 PM from a BMC officer who wanted around 100-150 food packets for serving in the quarantine facility. The reason was that the food with BMC was stale and not fit for consumption. Looking at the urgency I ordered my staff at Jagannath's Kitchen to immediately start cooking and by 1:30 AM at night we were ready to deliver 150 packets of hot and delicious food for the BMC to feed people at quarantined facilities” said Pankaj Varma, owner, and founder of Jagannath's Kitchen, a food service enterprise based in Mumbai.

Mr. Varma has been steadfast in providing meals from day one of lockdown. Starting with 350 meals/day to serving 1500-1700 meals a day currently, Mr. Varma has been constantly raising the number of meals so that hardship is reduced for poor and homeless people on the street. He not only helps people with nutritious food but also provides food materials to needy, especially migrant labor. The food materials include rice, dal, potato, onion, and banana. During the lockdown, the focus is always centered around human beings while the stray animal on road is left without any support. To overcome the issue, Pankaj and his volunteers also serve stray animals with milk, biscuits, and animal foods.

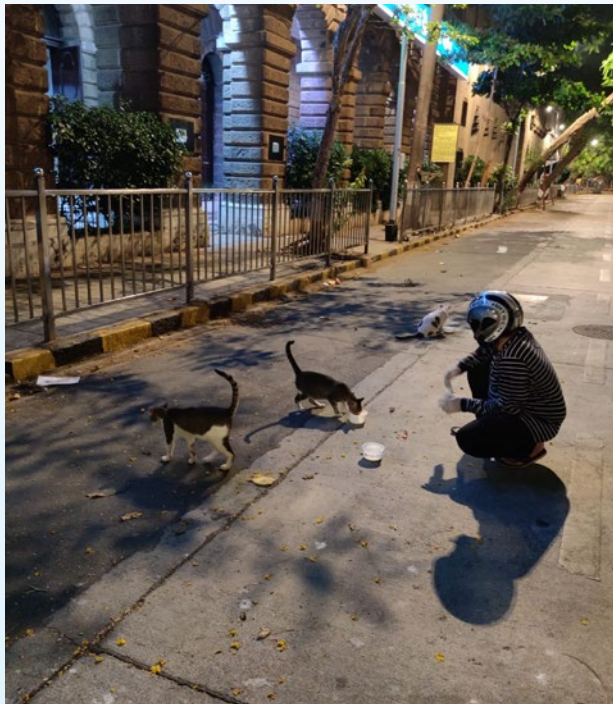
Currently, more than 50 volunteers have helped Pankaj in the endeavor to serve the needy in such uncertain times. But the mobilization of volunteers for distribution has been one of the greatest obstacles for Pankaj because many volunteers mostly work for a week at most due to family objections. But close friends have been the biggest support for Pankaj in his endeavor. Volunteers faced other challenges like police obstruction (they mostly were very supportive) and identification of the hotspots to serve. Even BMC has been trusting Pankaj and his volunteers for the distribution of the meal. Every day BMC provides around 300-500 meals for distribution (this in addition to 1500-1700 meals served by him on his own) which Pankaj and his team help to reach the needy. In a way, Pankaj has been supporting the BMC in his fight against COVID-19.

The funding mechanism is centered around contributions mostly from friends and family

members. It is supplemented by some quantity of food grains from NGOs. The funds couldn't carter to even the cost of making a meal, but the spirit to serve the needy has overcome the financial trouble. Jagannath Kitchen is a 2-year-old startup and the profit from the business is not enough to do social work. Pankaj says "mostly the corporate and government funding is provided to established NGOs who are not so much aware of ground realities". **The spirit of serving the fellow Mumbaikar is not new to Pankaj as he has been doing it from the past 2-3 years especially during the Mumbai floods when**

**railways are closed and people get stuck up near CST and Churchgate station.**

Pankaj's personal interaction with people on the ground brought out the glaring reality that though the government has been providing food material but are not endowed with enough knowledge where the poor are located. For e.g., BMC distributes food through a vehicle twice a day but if the needy are not present during that time then he is left with an empty stomach. The people are mostly relying on individuals like Pankaj who are serving with many rounds of food material so that no one is left hungry.





The biggest challenges which homeless and migrants are facing is with respect to quality drinking water and sanitation facilities. Though people are providing them food materials but are not giving them drinking water for their survival.

Along with food materials, Pankaj has also shared his mobile number to a few unemployed people who have all the documents with them for Job post lockdown. Pankaj believes that people are uncertain about what will happen to them if the lockdown stays for a few more days and response from the government has been poor to remove their doubts & fear. They fear each day that they might be forcefully moved from the street by the police without any support for new habitation. Pankaj has also offered his outlet for hungry people to come and collect food as and when required.

Apart from food material, Pankaj and his volunteers started collecting cloth from people and distributed it to people staying in the street who haven't changed clothes for many days. He also distributed sanitary pad, sanitizer and sanitized face mask for street people so that they are not infected with virus.

The hardship during the lockdown and the number of people sleeping hungry each day has led young

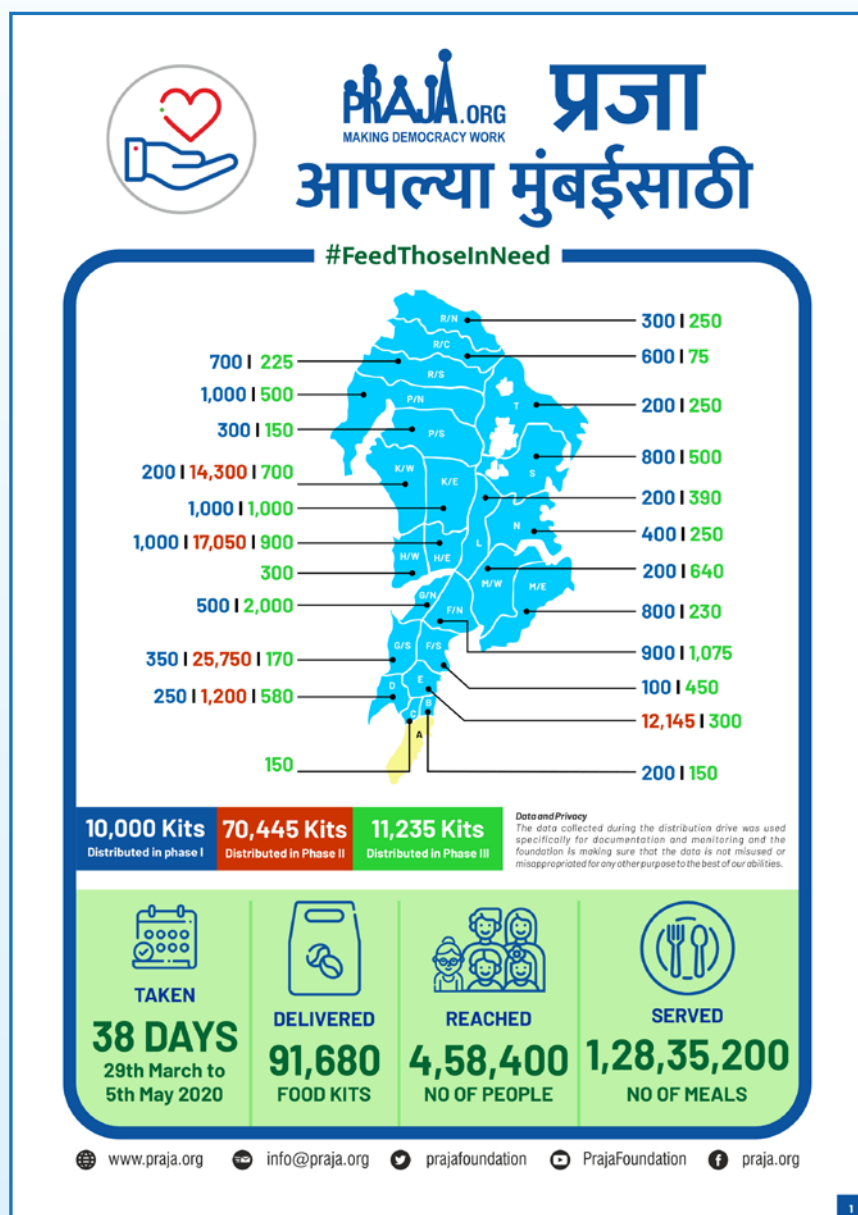
entrepreneur Pankaj to announce the social branch of his enterprise named Jagannath's Kitchen Foundation (JKF). Now through his foundation, Jaganath Kitchen will not only serve during lockdown but also post lockdown. Its ultimate aim would be to not let any living entity sleep hungry, in pursuit of his dream JKF will prepare and deliver scrumptious, hygienic, and nutritious food to all living entities on a regular basis. JKF will be among the first in India to be based on the concept of Enterprise Social Responsibility (ESR) in line with Corporates Social Responsibility which states that not only large corporates but even small and medium enterprises should give it back to society productively. He believes that his initiatives will inspire many micros, small and medium enterprises to come forward and perform their duties towards society.

The lockdown experience has taught Pankaj many valuable lessons especially the spirit of common Mumbaikars to help their fellow Mumbaikars in times of need. At last, Pankaj urges the government, corporates, and citizens to recognize the hardship at the ground level and help good samaritans like himself perform their societal functions effectively.





# Food Relief Trumps Urban Governance: Prajaa Foundation helps deliver 91,680 Food Ration Kits in Mumbai



Councillors are directly elected representatives and this allows them to have a better understanding of the respective areas and its demographic. Over the past two decades, Praja has closely worked with councillors in various efforts to improve urban governance and this allowed the foundation to move quickly and start the relief effort within days.

In Phase I of the distribution, within a short span of 14 days, met their target of distributing 10,000 food kits consisting of Rice, Atta, Tur Dal, Food Oil, Onion, Potatoes, Sugar, Salt, Tea Leaves, Chilli Powder and Turmeric Powder. The Phase I saw food kits being distributed in each and every ward barring A ward, C ward, E ward and H/West ward in Mumbai.

Different strategies were used for different areas. Food

coupons were distributed by elected Elected Representatives (Municipal Councillors) in some locations where one representative of the family could come and collect the kit.

Some areas saw the distribution of food by the elected representatives and karyakartas being conducted door-to door. Photos of the distribution drive along with details of the family were also taken for documentation purposes.

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"In this time of crisis, Praja foundation has played an important role in providing food grains like 10 kg flour, rice, pulses, spices, and salt, cooking oil to the needy people and we are really thankful for people can stay inside their homes and be safe from Corona virus."

**- Mr. Vinod Mishra**

**Councillor, Ward 43, Malad, Mumbai.**

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The 10,000-food kit distribution, however significant, was dwarfed by the huge number of migrant populations that still needed help. It was then that Praja took on the herculean task, with the help of several partner organisations, of distributing food kits to the tune of 70,445 families in the containment zones.

#### Distribution Strategy for Phase II

The strategy for the phase II operations were different as the foundations worked with other NGOs, CSOs, government bodies and delivery partners. The strategy was to build capacity of the councillors in the five wards that include the containment zones. The elected representatives (Municipal Councillors) distributed the food ration in these zones with the



help of the karyakartas. MCGM provided the foundation access to NSCI Dome for storage, sorting and distribution purposes of approximately 1500 tonnes of raw food material sourced with the help of Donatekart for further distribution. Multiple support organisations which included ATE Chandra Foundation, Making The Difference. Upasana, TISS, Pranik Healing, Toy Bank, Human Welfare Charitable Trust, Vandana Foundation, Antarang Foundation, Porter & Tardeo Templos and Guide Star India helped in the sorting and distribution procedure.

#### Phase III Distribution Strategy

The foundations in the third phase decided to utilise the strong network that Mumbai police has had throughout the city during the lockdown. The police are responsible for maintaining peace and harmony in dire situations such as this. One of the ways to do this is to create goodwill with the communities by providing food rations for the needy. During the lockdown, police personnel are one of the very few emergency services that are actively working





on-ground which provides them an insight in understanding the requirements of the people. This phase saw Praja distributing 11,235 kits with the help

of local police stations to various areas in Mumbai.

Praja also distributed safety kits which includes reusable masks, gloves and hand sanitizers for the Mumbai police force.

The foundation is now moving on to the fourth phase where they will use their network of Municipal councillors, Mumbai police, MCGM and other organisations who will once again distribute food ration supplies to the needy families.

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## Challenges and Learnings

Several on-ground challenges were faced by the foundations while conducting the distribution drives. Since a lockdown such as this is unprecedented, the authorities such as MCGM, Mumbai Police, councillors as well as NGOs had to act quickly. Everything from handing out permits to essential services, managing the pandemic as well as the migrant labourers' and daily wage earners' food and safety, creating containment areas and enforcing the lockdown threw new challenges to the government. However, what has worked in favour of Mumbai is the fact that BMC has complete control over the public health function. The corporation has a massive number of medical colleges, municipal hospitals, dispensaries, primary healthcare centres, and ground-level outreach services such as vaccination and hygiene available for use specially during times such as this.

For the foundations, fundraising was a concern initially, when the initiative was in its infancy. However, by the time Phase II of the distribution began, having known that the distributions were being made efficiently and cost effectively, funders started pouring in. Another challenge faced by the foundations were the packaging and dispatch of the massive 70,445 kits which was to be done in a matter

of days. However, with a few quick changes in strategy and the volunteers, partners and team members working round the clock, allowed the foundations to meet their target.

Through the relief programme, Praja broke out of its ways where the organisation worked with elected representatives, CSOs and other stakeholders. Praja's strengths which lie in their longstanding relationship with councillors and other officials in the government helped the foundation utilise this network, which they have built over a span of a decade, in the distribution process. A learning or suggestion that Praja wishes to share is that the three pillars of urban governance – Administration, Elected Representatives and Citizens (CSOs, NGOs etc) have to work in unison when the city faces crises like the Covid-19 pandemic. The primary foundation stones of a community according to Praja, are the councillors which allows them to have an impact when it comes to relief work on ground in such circumstances. Praja believes that a robust network and multi-faceted response from people in positions of public responsibilities is and will be key to implementing sustainable urban governance which plays a major role in handling pandemics such as this now and in future.



# Corporate Corner

This section focuses on the CSR activities of large corporates and the role they play in shaping our city. In this issue, we highlight the activities of giants Godrej and Mahindra.

## Godrej's CSR initiatives



Established in 1897, the Godrej Group has its roots in India's Independence and Swadeshi movement. Our founder, Ardeshir Godrej, lawyer-turned-serial entrepreneur failed with a few ventures, before he struck gold with a locks business. Today, we enjoy the patronage of 1.1 billion consumers globally across consumer goods, real estate, appliances, agriculture and many other businesses. In fact, our geographical footprint extends beyond Earth, with

our engines now powering many of India's space missions.

Godrej Industries is one of the Godrej Group's holding companies. We have significant interests in consumer goods, real estate, agriculture and chemicals through our subsidiary and associate companies, across 18 countries. The Godrej Group has been at the forefront of philanthropic and social activities for



several decades. 23% of the shares of the Group's holding company, Godrej & Boyce, are held in a trust that invests back in initiatives that support the environment, as well as to improve the quality and availability of healthcare and education.

At Godrej Industries, we recognise CSR not only as policy but as a way we do our business and connect with our community. Sustainability is an integral part of our business and value chain that helps us provide high quality, affordable goods for the masses. In 2011, we took a closer look at our operations and impact, and engaged multiple stakeholders to understand opportunities, prioritise our initiatives and renew our focus. This led to the formulation of our sustainability strategy, 'Good & Green' which is one of our four key imperatives for our business vision. As part of Good & Green, we aspire to create a more employable workforce, a greener world and innovate for good and green products.

Our team members also form an integral part of our initiatives. Through Brighter Giving, a structured volunteering platform, our team members offer their time and skills to connect more meaningfully with our communities. Good & Green is based on shared value, a principle that aligns business competitiveness and growth with social and environmental impact. We work in industries where we have a presence and can help solve critical social issues by leveraging our expertise and networks while strengthening our competitive advantage.

Over the years, we have aligned our sustainability efforts with the UN's Sustainable Development Goals, national priorities and the needs of our local communities, to deliver high-impact programmes that are easy to scale. Many of our initiatives are in line with the Government's social development programmes and the priority needs of our communities.

## Our programmes are aligned to national priorities and SDGs

### Swachh Bharat Mission

We have initiated several community waste management projects across India working with local municipalities and social enterprises. We diverted over 3,500 tonnes of waste last year from landfills.



### NABARD Watershed Development Programme

We partner with National Bank for Agriculture and Rural Development to develop large scale integrated watershed projects in drought prone regions. We have treated 6,700 hectares of land, and helped capture over 6 million kL of water in FY 19-20.



### Disaster Management

We partner with local government and authorities to respond to disasters that hit South Asia. We provide recovery and rehabilitation support to communities that are most vulnerable.



### National Skills Mission

We have trained over 4,60,000 people in skills that enhance their earning potential. Some of our programmes are in beauty and hair care, and construction and facilities management.



### National Framework for Malaria Elimination

We run an intensive community awareness and behavior change programme to battle malaria in regions that report high Annual Parasitic Index (API). We have reached out to over 3,500,000 people through the programme since FY 15-16.



### Doubling farmers' income

We are working with farmer communities around six of our manufacturing locations. Using an integrated livelihood approach, we are providing support to over 85,000 farmers to double their income through farm and off-farm activities.



One of our Good & Green goals is to empower one million unemployed and under-employed individuals through skills that enhance employability and livelihoods potential.

We collaborate with non-profit organisations to design and run a number of employability training programmes. Our training programmes are aligned to sectors in which we have a business footprint, enabling us to better leverage our industry experience and business insights to create shared value.

We improve the earning potential of our trainees, by building their skills and providing post-training support, and in the process empowering them. Our programmes aim to achieve sustainability and scale and we are monitored and tracked through technological infrastructure to measure their progress, performance, and impact.

Our training for women in the beauty and wellness sector aligns with Godrej Consumer Products Limited's position as the largest home-grown home

and personal care company in India. Godrej Agrovet Limited's focus on animal feed and agribusiness ties in with their endeavour to equip small farmers to improve their productivity and profitability. Lastly, Godrej Properties Limited's expertise in real estate development has been instrumental in crafting its programme around construction training. Across all these streams, the business units have actively participated in designing the overall strategy, target groups, and markets, providing market insights and technical inputs into the training curriculum.

Through our training programme journey since 2011, we have always tried to look at the bigger picture and learnt valuable lessons rich with successes, failures, experiments and scale up. In 2019, we published a two-and-a-half year study of our livelihoods programmes that summarises our experiences and findings. Through this we aspire to build a robust national ecosystem supporting gainful employment for India's emerging demographic dividend.

## Godrej's COVID-19 response

As a Group we have committed to an initial outlay of Rs.50 crores to combat COVID-19. We've already spent over 40% of the commitment on providing immediate relief to the worst affected populations and medical supplies and infrastructure to the public healthcare system. Our 4,400 employees contributed a part of their salary to the PM CARES Fund and our company matched the donation for every rupee. We are also ensuring we ramp up the supply of essentials like soaps, hand wash and sanitisers to protect our consumers.

**You can reach out to us at [goodandgreen@godrejinds.com](mailto:goodandgreen@godrejinds.com)**



# Mahindra' CSR: Making a Positive Difference

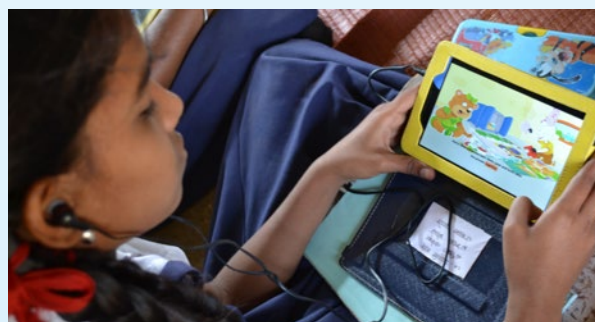


## Background

M&M Limited (M&M) is the flagship company of the Mahindra Group, a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, speedboats, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

## We 'Rise for Good'2

Our Core Purpose states that "we will challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise", it is amply evident that Corporate Social Responsibility is integral to, and at the core of whatever is done at Mahindra. With a deeper understanding of societal issues, M&M has built the 'Rise for Good' mission around the four pillars of Community, People, Governance and Environment. With its focus on driving positive change to enable communities to Rise, M&M's CSR initiatives are designed to support the constituencies of girls, youth and farmers through the domains of education, health and environment. A summary of some of the flagship CSR initiatives of M&M are given below: -



## Project Nanhi Kali:

Founded in 1996 by Anand Mahindra (Chairman, Mahindra Group), this is a sponsorship programme that supports the education of underprivileged girls from poor urban, remote rural and tribal communities by providing them 360-degree support including academic, material & social support. Girls in secondary school are also given access to digital tablets, pre-loaded with audio-visual educational content, and additional material support including feminine hygiene material so that they can

attend school with dignity. Through regular engagements with the families of the girls and sensitisation of community stakeholders, the project aims to create conducive girl friendly eco-systems. Till date, the project has supported the education of over 450,000 underprivileged girls across 9 states of India.

#### **Scholarships & Grants:**

These have been provided to enable students to overcome their financial challenges and fulfill their educational dreams. Some of the scholarships have provided students an opportunity to pursue their post graduate studies in reputed educational institutions overseas while others have provided

Mahindra Pride Schools are located in Pune, Chandigarh, Patna, Srinagar, Hyderabad, Varanasi and three in Chennai. Over 39,000 youth have been trained and 100% placed in lucrative jobs through the Mahindra Pride Schools. With the objective of reaching out to a larger number of students in the most cost-efficient manner, the Mahindra Pride Classrooms have been rolled out in partnerships with Polytechnics, Engineering colleges, Arts Science Colleges and ITI's, in 16 states of India. The Mahindra Pride Classrooms modules focus on training in English Speaking, Life Skills, Aptitude, Interview, Group Discussion and Digital Literacy thereby drastically improving their chances of being gainfully employed. 287,417 youth have been trained



students from low income group families an opportunity to earn their vocational diploma after completing their courses at government polytechnic institutes. The scholarships have also allowed deserving students an opportunity to study at the Mahindra United World College in Pune.

#### **Mahindra Pride Schools Classrooms:**

Since 2007, these schools have been providing livelihood training to youth from socially and economically disadvantaged communities to enable them to get lucrative jobs based on the skills learned. Training is provided in one of the four verticals of Hospitality Craft, Sales, ITES and Automotive (Service Technician Sales). The 9

till date through the Mahindra Pride Classrooms.

#### **Project Hariyali:**

Since 2007 the Company has committed to increase green cover and protect biodiversity in the country by planting a million trees every year on an ongoing basis. Till date, over 17 million trees have been planted. Of these, over 10 million trees were planted in the Araku valley, which besides greening the environment also provided livelihood support to tribal farmers growing coffee in this region.

#### **Integrated Watershed Management Project:**

This project is a Private Public Partnership (PPP) model with the Government of Madhya Pradesh in



Bhopal and in Hatta with National Bank for Agriculture and Rural Development (NABARD) to increase the groundwater table. Implemented in 48 villages (35 villages in Bhopal and 13 villages in Hatta), this project will help by increasing agricultural productivity and improving overall standard of life benefiting 38,447 people.

Public Health projects: Lifeline Express: Mahindra has in the past partnered with Impact India Foundation to sponsor 20 Lifeline Express which has provided over 100,000 individuals in remote rural areas an access to health care, including free surgeries for cataract removal, cleft lip and deafness correction, medical treatment for epilepsy as well as dental treatments. More recently, the Mahindra Group has provided funding support for setting up of a Head and Neck Cancer Institute along with supporting initiatives to provide care to critical patients suffering from cancer and other life threatening illnesses.

Zero Fatality Corridor: MM is partnering with SaveLIFE Foundation and Maharashtra State Road Development Corporation Limited (MSRDC) for creating India's first Zero Fatality Corridor on the Mumbai Pune Expressway through interventions in

4Es i.e. Engineering, Enforcement, Education and Emergency Response.

### Delivering on SDGs

The Sustainable Development Goals (SDG) and our CSR thematic areas share a lot of overlap in terms of activities needed to achieve either. Our CSR vision sets a broad framework to give direction and the SDGs set tangible well defined targets to measure the outcome of activities. Through our CSR we touch upon: SDG 1: No Poverty; SDG 2 : Zero Hunger; SDG 3: Good Health and Well Being; SDG 4: Quality Education; SDG 5: Gender Equality; SDG 6: Clean Water and Sanitation; SDG 8: Decent Work and Economic Growth; SDG 10: Reduced Inequalities and SDG 17: Partnerships for the Goals. While our commitment to supporting national priority continues through our support for our flagship CSR projects, our approach to CSR keeps evolving. We are always seeking new ways to contribute to sustainable development in order to contribute towards a more sustainable and equitable world. We know technological advances will play an important role in how we serve the most deprived within our society as we aim to Rise for Good.





# MUMBAI FIRST CELEBRATES



## NURTURE NATURE CONTEST

Theme - #timefornature

**Poetry** : Word limit - 300 words

**Jingle** : Time limit - 30 seconds



**Art** : Physical and Digital


Language  
Hindi  
English  
Marathi

**SEND YOUR ENTRIES:**  [info@mumbaifirst.org](mailto:info@mumbaifirst.org)  Sunday, 14th June, 2020  5 PM

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

 [website www.mumbaifirst.org](http://www.mumbaifirst.org)