

## SAVE DEONAR

SINCE a few years MUMBAI FIRST & Clean Mumbai Foundation has adopted A ward to upgrade the quality of life following – cleanliness, street furniture, roads & pavements, greenery, painting of compound walls of the buildings & traffic. We have progressed a lot in all the above parameters & now a big plunge in working towards reduction of volume of garbage CREATED DAILY in A ward.

A ward has approx. 2800 buildings & it is the main tourist spot of the city & it has population of 1.5 lakh residents, 1.5 lakh slum dwellers residing in 15 slums & 50 lakh floating population as major government offices & with 2 business districts. Thus the task is very challenging.

With the recent fires at the Deonar dumping ground, we have realised that it is high time that we, as responsible citizens do something to help the situation. A Ward is sending approximately 432MT of Waste to the landfill daily & thus there is a need to see how we can reduce this volume.

In light of this, we have launched the "Save Deonar Project" which will be an A Ward initiative to do what we can do to minimise the movement of waste from A Ward to Deonar.

This will be 6-9 month-long activity, which will involve creating awareness & educating A Ward Residents along with actual implementation of programs to reduce and manage waste at source in A Ward itself. The BMC is offering us their wholehearted support for this initiative as we are joining hands with them to SAVE DEONAR.



Apart from this, we have already adopted 2 of the slums in A ward, Shiv Shakti Nagar & Garib Janta Nagar, where we have started supervising the proper sweeping & cleaning by BMC sweepers, waste segregation by the residents and composting the wet waste into compost.

This is our first step to Saving Deonar & our city.

**Kunti Oza**

Clean Mumbai Foundation



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# First & Foremost

July – October 2016

E- Newsletter for Private Circulation only

## Letter from the Chairman

Dear Friends,

The last couple of Months have been very eventful and engaging.

I am delighted to see that the co-operation we started with European Union in 2013 has helped in building a long term cooperation platform between the EU, Mumbai agencies, EU Member States, cities, regions, businesses houses - both in India and Europe.

Consistent with our previous programs, a very successful week long **Lab Workshop on Sustainable Urbanization** was conducted in Mumbai in September. This is the first time such an exercise has been undertaken and proved to be a great success.

I also take this opportunity to proudly inform you that the beautification project "**Hamara Station Hamari Shaan**" has been successfully executed in all the 36 railway stations in suburbs of Mumbai. The project was a joint initiative by **Mumbai First and Making A Difference (M.A.D.) Foundation**, with the support from both Western and Central Railways.

The logo of Hamara Station Hamari Shaan was released by the Hon'ble Chief Minister Mr. Devendra Fadnavis, in the presence of Mr. Ratan Tata, Mr. Anand Mahindra and others at Mantralaya.

Similarly, the inauguration of this initiative was also done by Hon'ble Chief Minister Mr. Fadnavis on October 2, celebrating Gandhi Jayanti, along with the Railways Minister Mr. Suresh Prabhu and Member of Parliament Ms. Poonam Mahajan, at Bandra Station. I would also like to thank our support partners and other organisations/institutes, and those 25000+ volunteers who have contributed to the success of this Project.

Following the **BRICS Friendship Cities Conclave** a few months ago, we have had considerable interest from the BRICS Nations in developing relationships with Mumbai First. On 27th October 2016, we welcomed a high level delegation from Qingdao People's Association where a round table discussion was held and MoU was signed.

May I also take this opportunity to send my very best wishes to you and your families for a Happy Diwali and a peaceful and healthy year ahead.

Warm regards,  
**Narinder Nayar**



## European Union – India Metropolitan Lab Concludes with Specific Proposals for Maharashtra's Sustainable Urbanisation

A vision for Maharashtra and the MMR regarding transportation, land use, housing, environment, and productive activities, was presented by expert teams from MMRDA, MCGM, CIDCO, MIDC, MBPT, as well as Chennai Metropolitan Development Authority, CEPT Ahmedabad and UN Habitat.

This was the outcome of a 6-day Metropolitan Lab to examine Maharashtra's sustainable urbanisation which was launched on Monday, September 19th. The objective of the Lab, which was a common hands-on project of a diverse groups of participants, was to explore in an interactive and comprehensive manner the challenges and opportunities for sustainable urban development in Mumbai, MMR and Maharashtra. The Lab applied a new methodology in collaboration of international institutions, such as the European Union, UN-Habitat, Inter-American Development Bank, United Nations Center for Regional Development, and several universities.

The Lab was hosted at MMRDA and was implemented within the framework of the EU Mumbai Partnership, which was established between the EU, Mumbai First, government agencies and other stakeholders in order to address the challenges of urbanisation in Mumbai. This specific initiative was implemented by Suez, Acciona and Mumbai First, to promote the exchange of experience and best practices on urban issues.



Forthcoming activities include a visit to the smart cities of Rotterdam and Barcelona, three more interactive events, policy analysis, etc. New EU initiatives are also expected in 2017 through a larger programme to bring together city/regional stakeholders including the private sector from the EU and India to exchange experience and know-how.





# Railway Beautification Project

The dizzy and damped railway stations in Mumbai suddenly turned alive and bright. All thanks to the 20,000+ volunteers who actively participated in the station beautification initiative called Hamara Station Hamari Shaan.

**S**tains of Paan, Tobacco and Gutkha or the stresses of unkempt washroom, at our local railway stations are a common complaint. This Gandhi Jayanti **Mumbai First** chose to change that.

The local train has for long been recognised as the city's lifeline. One of the most obvious and reliable modes of mass transit and transport. To make this change visible, it cannot but be a better signature than beautify the platform of the masses. Bring colour to the railway stations, bringing colour to people's lives.

Thus, Mumbai First and Making A Difference (M.A.D) Foundation came together to celebrate the joy of giving week, **DaanUtsav**, to beautify 36 railway stations in suburban's of Mumbai. From Masjid Bunder to Thane on the Central Line and Churchgate to Dahisar on the Western Line. This was an initiative in collaboration with the western Railway and Central Railway.

Within the 7 days that DaanUtsav is celebrated, October 2 to 8, citizen rolled up their sleeves and put out their heart into art

The beautification of the railway premises included staircases, Foot Over Bridges (FOBs), Booking windows and area adjoining, Entrances, Signage's and the platforms.

Artists, design students and experts got together to create themes and designs for various stations. For example, keeping Mumbai's coast and environment in mind, Vikhroli took up the theme of Mangroves and environment protection while Marine lines projected the Koli/Fisher Folk community. Byculla, home to JijamataUdyan(the zoo) has the theme of Mumbai's flora and fauna, just to name of few. Thousands of citizens, corporates, not for profit groups have participated voluntarily.

And another feather was to provide a basic history plate of the railway station at each of the stations. In due course of time, the signage's of each station would also get changed and additional informative signages would get added.



Marine lines: Inspired by Koli community

## Activity timeline:



Mumbai First CEO Shishir Joshi along with Making a difference founder Haresh Shah meet up with Western Railway ADRM Saurabh Prasad and Western Railways Sr DCM Arti Parihar 9 August 2016



Hon'ble Chief Minister of Maharashtra, Mr. Devendra Fadnavis unveiling the logo of 'Hamara Station Hamari Shaan' 25th August 2016 at an event attended by his cabinet colleagues, Chief Secretary Swadheen Kshatriya, Ratan Tata, Amitabh Bachchan, Anand Mahindra (not seen in the picture)

Shishir Joshi CEO Mumbai First along with Haresh Shah Founder of Making a difference addressing the 1st stake holders and partners strategy meet. 27th August 2016 St. Andrews College, Bandra







"Hamara Station Hamari Shaan"  
Coordination meeting with the  
Divisional Railway Manager (DRM)  
of Western Railway.  
14th September 2016



From left: Mumbai North Central MP Ms. Poonam Mahajan, Railway Minister Mr. Suresh Prabhu CM of Maharashtra Mr. Devendra Fadnavis and Actor Mr. Anil Kapoor, MLA Ashish Shelar during the launch of Hamara Station Hamari Shaan project at Bandra Station. 2nd October 2016



# Art on Tracks:

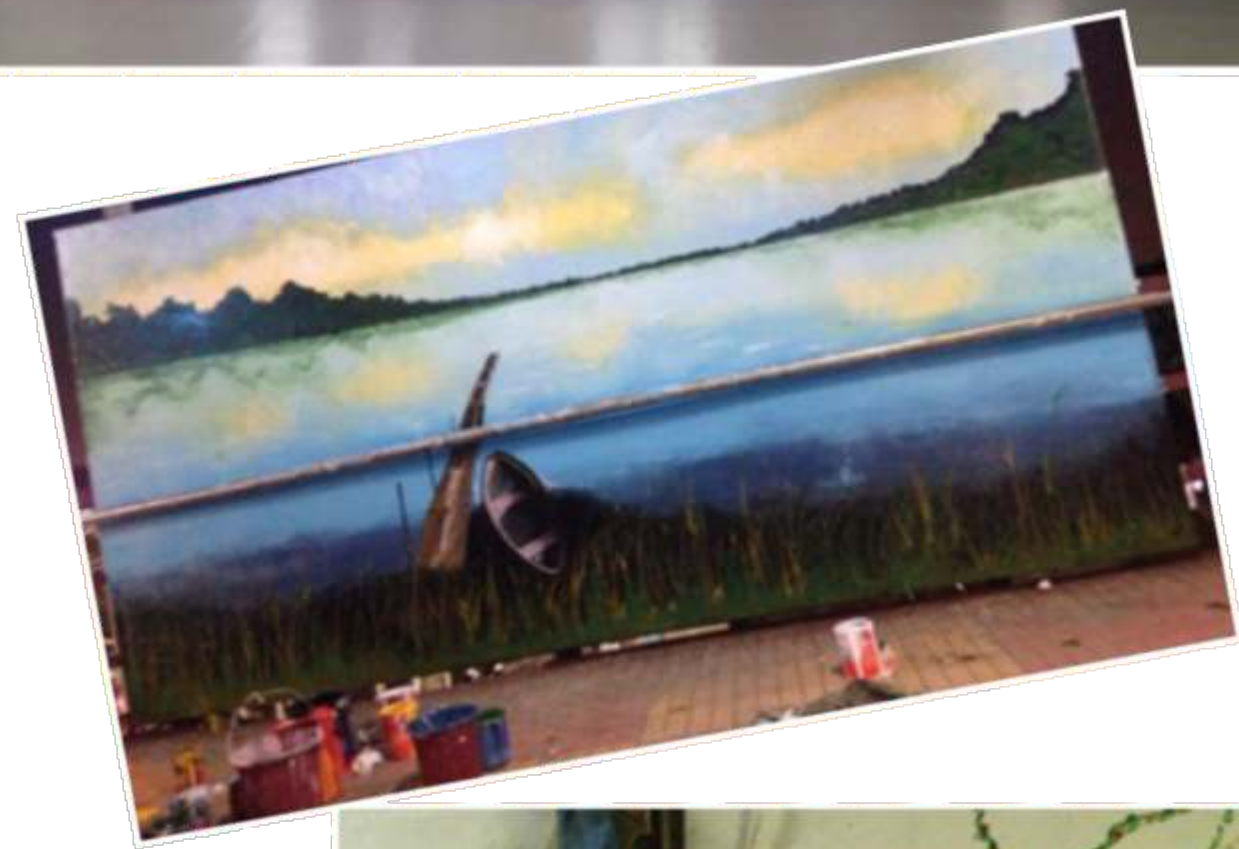
Many have likened the new look of Railway stations to art gallery.











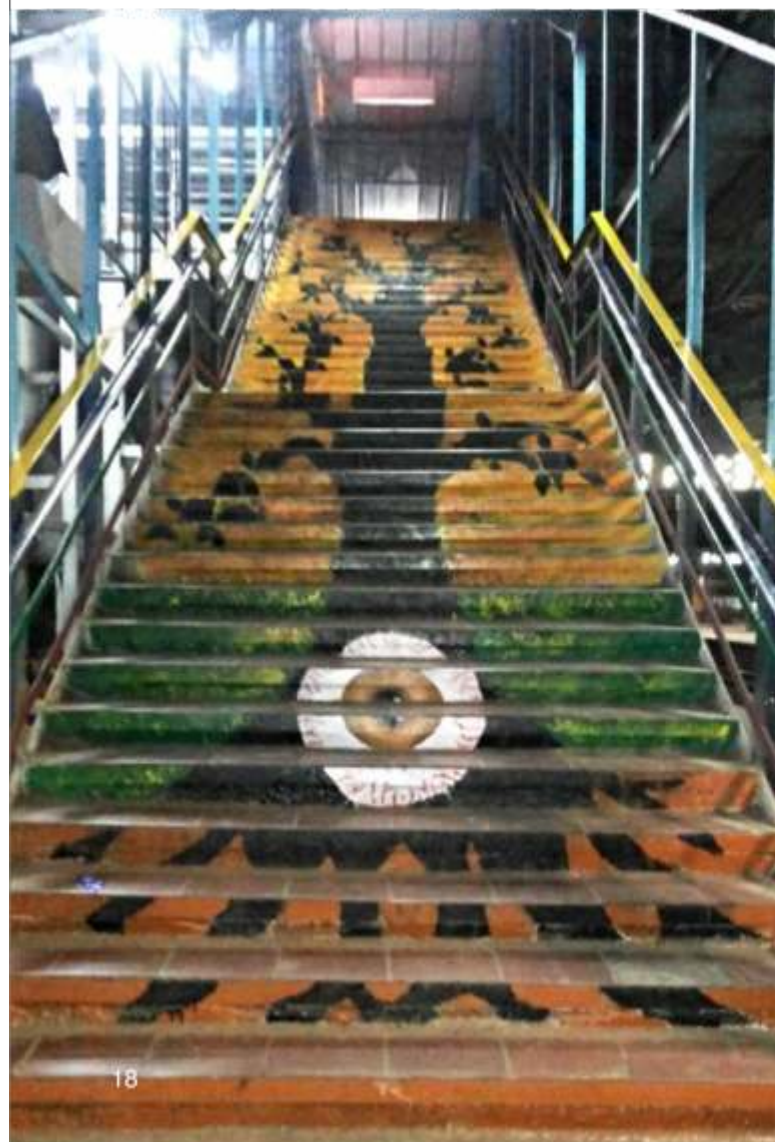




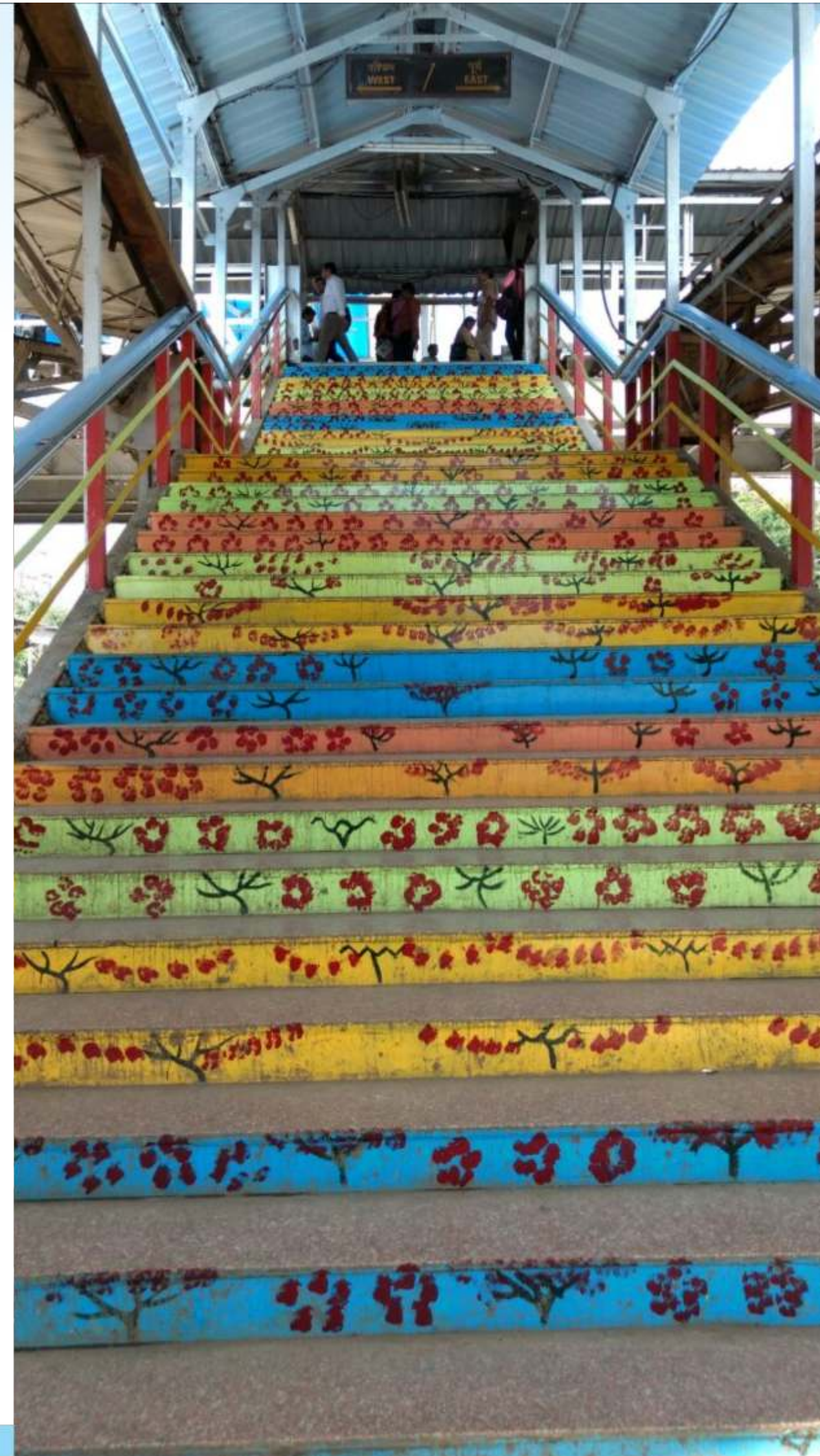














## Closing Ceremony



Supporters of the HSHS initiative receiving certificates



Core Team Members











## On Social Media:





## Appreciation received:



**Suresh Prabhu** @sureshprabhu · Oct 7  
Thx @mumbaifirst @Difference\_MAD for commendable job, beautifying Mumbai Stns. Appealing many more to join this movement to make it better

47 205



Suresh Prabhu Retweeted

**Rajendra B. Aklekar** @rajtoday · Oct 7  
The Bhandup station rail bridge now indeed looks impressive  
@drmmumbaicr @sureshprabhu @Difference\_MAD @mumbaifirst @RailMinIndia



26 101

Thank you for inviting Orlem Parish to be a part of this dream come true. May this be the beginning of a host of other enterprises that will make Mumbai a magical city to live in.

**Fr. Gilbert de Lima**  
Parish Priest



**BlogwatiG** @BlogwatiG · Oct 2  
Had a good time painting today. Thank you @mumbaifirst for the opportunity.  
@MumbaiMag check this out. #HamaraStationHamariShaan



7 18

"Great work. I hear people talking about it...."

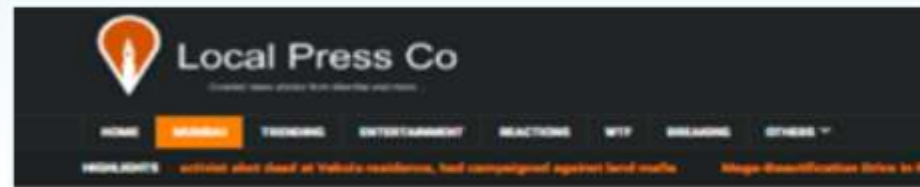
**Mr. Sarwar Zariwala**  
Marketing Director, Jotun

"It is truly a shining example of what public private partnership can achieve especially with involvement of citizens."..

**Mr. Anup Verma**  
Kalpataru



# Media Coverage:



## Railway Minister kicks off mega-beautification drive of 36 Mumbai suburban stations

Written by Local Press Co Staff on October 2, 2016



Former minister Suresh Prabhu, who was arrested in connection with the 2014 Mumbai terror attack, is seen here.



With a focus on the beautification of the city, the Minister has launched the 'Hamara Station Hamari Shaan' initiative.



The beautification drive is part of the 'Hamara Station Hamari Shaan' initiative.



Railway Minister Suresh Prabhu at the inauguration of the beautification drive

Railway Minister Suresh Prabhu, along with Maharashtra Chief Minister Devendra Fadnis, inaugurated the 'Hamara Station Hamari Shaan' initiative, which includes the beautification of 36 Mumbai suburban stations, on Sunday at Bandra station.

BJP Mumbai President Anand Shinde, BJP National Secretary Ramesh Mahajan and actor Anil Kapoor were also present at the inauguration ceremony.

The 36 stations, across both Western and Central lines, will be cleaned, with repairs and a fresh coat of paint over a seven-day period. The drive will be held during the Daan Utsav period observed from October 2-8.



## 36 suburban stations to get a facelift this week

Sund. Serv. Thn | Oct 2, 2016, 12:20 PM IST



MUMBAI: Thirty-six suburban stations, including 21 on Western Railway and 15 on Central Railway, will get a facelift from today with the help of non-governmental organisations. More than 20,000 volunteers will participate in the project for seven days. It was launched at an event at Bandra station this morning.

The beautification programme is part of the 'Hamara Station Hamari Shaan' initiative held during the Daan Utsav period observed from 2nd October to 8th October.

On WR, the stations are between Churchgate and Dahisar, while on CR the initiative will be carried out between Chhatrapati Shivaji Terminus and Thane.

The smaller stations have a budget of Rs 3 lakh and bigger stations of Rs 5 lakh. The entire amount has been collected through donations from corporates and crowd.



## 36 RLY STATIONS TO GET THEME-BASED FACELIFT

By Marathi Mitra, TNN | Oct 1, 2016, 08:53 PM IST



MUMBAI: Thirty-six suburban stations, including 21 on Western Railway and 15 on Central Railway, will get a facelift with the help of the non-governmental organisation, Bombay First, and Making a Difference Foundation.

The beautification programme is part of the Hamara Station Hamari Shaan initiative to be held during the Daan Utsav period observed from October 2-8. On



## Get ready to see graffiti at 36 Mumbai suburban railway stations

By Staff Reporter | Oct 02, 2016 08:30 am



Mumbai First and Making a Difference Foundation (MAD) initiate a week-long programme flagged off on Sunday

Mumbai: A week-long beautification programme initiated by Mumbai First and Making a Difference Foundation (MAD) which has partnered with Central and Western railways to beautify 36 suburban



## VIACOM18, MUMBAI FIRST ADOPT 3 RAIL STATIONS

PTI | Oct 2, 2016, 04:59 PM IST



Mumbai: Entertainment network Viacom18 in collaboration with NGO Mumbai First has adopted three suburban railway stations for cleanliness and beautification as part of the Central Government's 'Swachh Bharat Abhiyan'.

The initiative is part of 'Hamara Station Hamari Shaan' campaign, that involves beautification of 36 suburban railway stations in the metropolis.

The campaign was flagged off today at Bandra station by Railway Minister Suresh Prabhu, BJP MP Poonam Mahajan and Bollywood actor Anil Kapoor.

Under the Viacom18's flagship CSR programme 'Chakachak Mumbai' (clean and shining Mumbai), the company will support beautification of Andheri, Vile Parle and Ghatkopar stations with the help of volunteers throughout the week, a release issued here stated.



## Different strokes: 36 railway stations get colourful makeover

AISHWARYA PARIKH

Updated October 7, 2016 08:20 IST

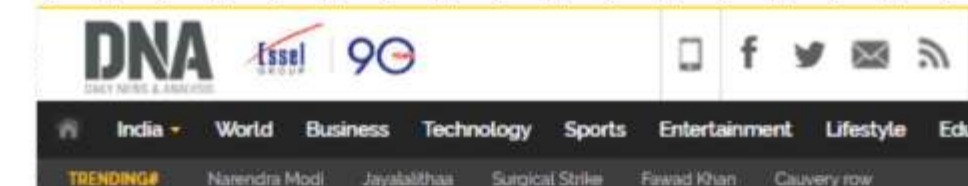


Fun and work: Designer Anand Shinde, actor Anil Kapoor and others at the inauguration of the beautification drive

Thousands of volunteers take up challenge to make city commuters more fun

Over the past week, about 25,000 volunteers have worked through the night to give Mumbai's local train stations a colourful facelift, since October 2, as part of 'Hamara Station Hamari Shaan', a joint initiative by non-governmental organisations Make A Difference (MAD) and Mumbai First.

In the first leg of the station beautification drive, Borivali, Thane and Matunga were given a makeover.



Station walls paint a piece of the past

Within two days of the 'Hamara station, Hamari shaan' initiative, 36 railway stations in the city have proved to be a visual treat for Mumbaiers. The initiative is headed by NGOs Mumbai First and Making A Difference (MAD) foundation.

"The initiative has turned out to be bright and beautiful. The makeover has got a good response. The railway appreciates the efforts by the volunteers of all age groups," said Arati Parihar, DCM (WR).





#### Initiative Partners



Official Radio Partner



## Mumbai - Qingdao Business Seminar

Mumbai First and Qingdao People's Association with Foreign Countries had a round table and discussion, on 27th October 2016, to promote and foster a friendly cooperative relationship with Industry captains and the business community of Mumbai.

The co-host of the dialogue, Bureau of Commerce of Qingdao Municipal Government accompanied the delegation in its effort to further promote the economic and trade exchange and mutual investment between Qingdao and Mumbai, and offer a platform for the businesses circles of the two sides.

