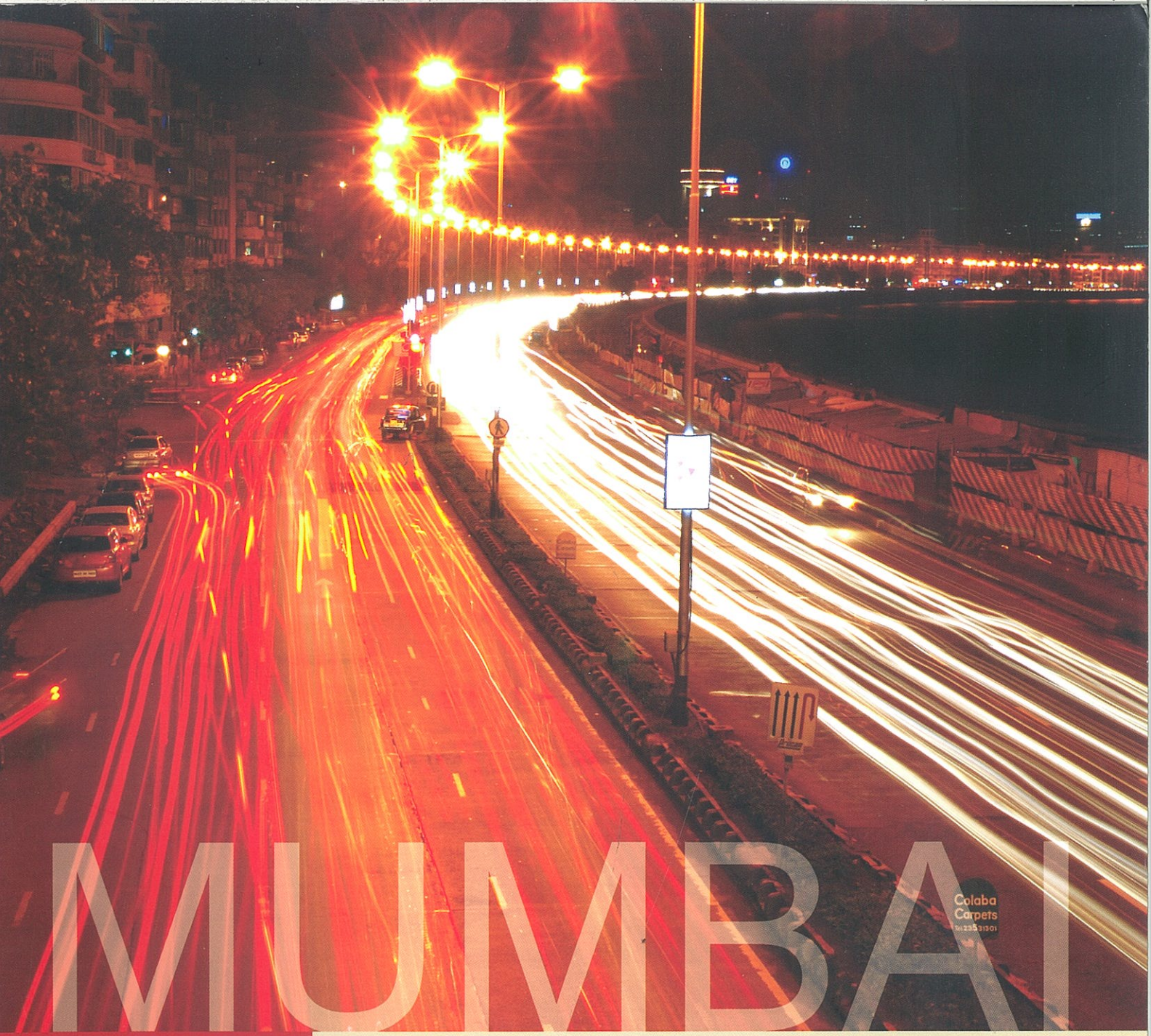


First Among Equals

Magnet for the corporate world. Financial rival to top cities. Cosmopolitan. Built on dreams, hopes and aspirations. A creation of human energy and ingenuity. A city of 18 million people in an area of 440 square kilometres, generating 38% of the country's GDP – always open for business.

BOMBAY first

Message from the Chairman

Bombay First has come a long way since its inception and we are now proud to have been able to truly create a public-private partnership for major urban regeneration of the city. While a lot has been done, much still needs to be done. When we started our work five years ago we were under no illusion that our task was going to be easy – we now know exactly what the challenges and opportunities are.

We are facing urban issues unprecedented in history. Before very long 50% of the world's population will be living in urban cities, and Mumbai will be no exception. Are we geared to meet this challenge?

Bombay First will continue to act as a powerful think tank to influence policy making in a positive way and will continue to work tirelessly to push through some of the bold steps that must be taken. We are committed to the regeneration of Mumbai's economic and social infrastructure in order to make it a globally competitive city: and we believe in innovation through urbanisation to achieve our goal of making it a truly world-class city. However, to achieve this goal we need the support and involvement of all stakeholders.

Please join us in helping make Mumbai the city that we want it to be.

Narinder Nayar
Chairman
Bombay First

Bombay First was established in 1995 with a commitment and a promise.

VISION:
To enhance the quality of life of the citizens of Mumbai and improve the economic and social fabric of the city.
In short, to turn Mumbai into a world-class city, one of the best places in which to do business.

At this time of promise and peril, Mumbai must take command of its future. If it neglects to change course, it risks entering the graveyard of failed cities. But if it embraces change, there are few cities better equipped to share in the fruits of the twenty-first century, few places better poised to make an imprint on the world.

It was heartening to find that Bombay First's vision was in tandem with the Prime Minister's.

"When we talk of a resurgent Asia, people think of the great changes that have come about in Shanghai. But we can transform Mumbai in the next five years in such a manner that people will forget about Shanghai and Mumbai will become a talking point."

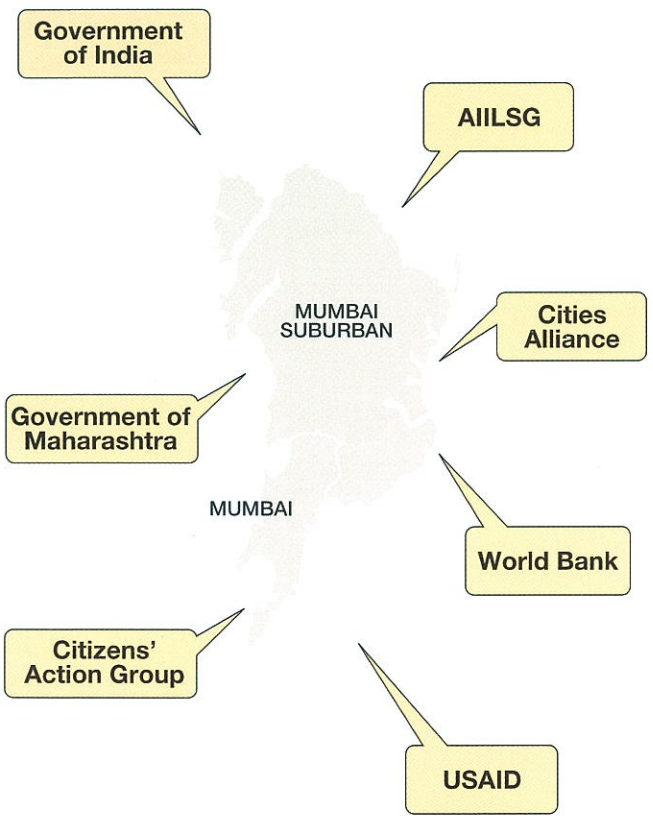
- Hon'ble Prime Minister of India, 2004

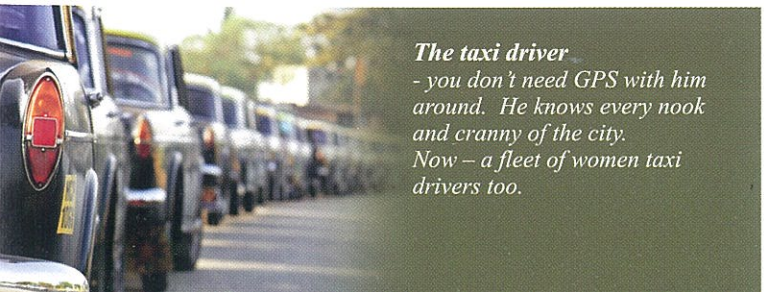
Stronger together:
a public-private partnership for the regeneration of the city

Bombay First was formed largely as a think tank for the city and also to foster partnerships with various stakeholders. Modelled on London First, it represents one of the most successful public and private sector partnerships involving big business houses, financial institutions as well as NGOs and government bodies.

What started as an initiative by a few concerned people has today become a movement, dedicated to ensuring that Mumbai gets the No.1 place it deserves.

Partners in Transformation

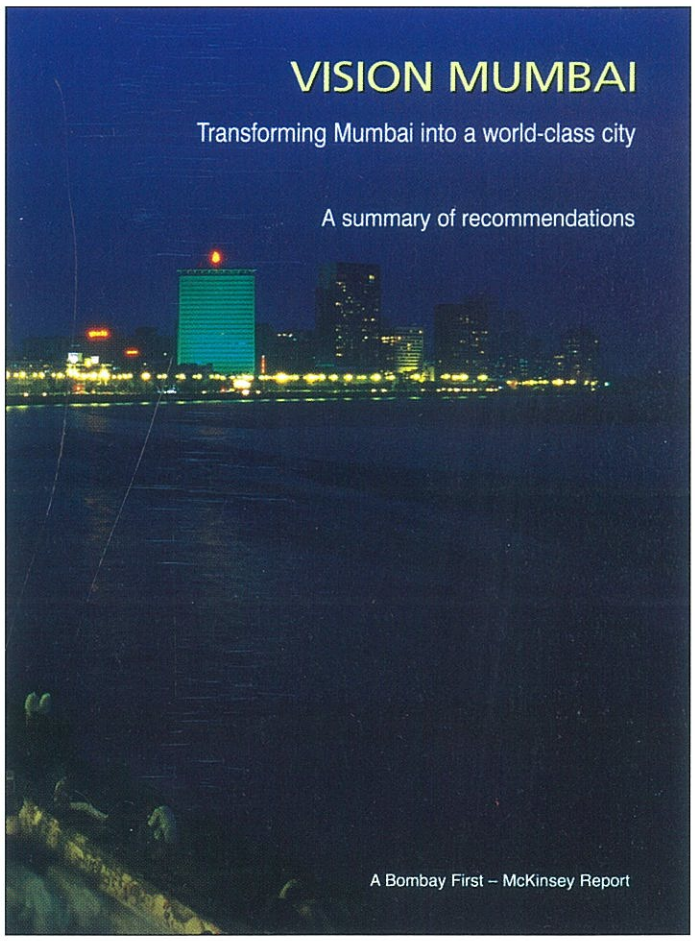




"We neglect our cities to our peril; neglecting them, we neglect the nation."

- John F Kennedy

McKinsey's 'Vision Mumbai' document:
Transforming Mumbai into a world-class city



In 2003, at the request of Bombay First and with the concurrence of the Government of Maharashtra, McKinsey & Company undertook a study on Mumbai and the problems the city faces. This resulted in the 'Vision Mumbai' document which laid out a blueprint for Mumbai to transform itself into a world-class city by 2013.

The McKinsey report says that Mumbai needs to make quantum leaps on two fronts: economic growth and quality of life. It proposed a comprehensive programme for the next ten years.

Six sub-groups ...
and a grand vision

Adopting the recommendations of the 'Vision Mumbai' document, a task force was set up under the Chief Secretary with expert sub-groups to study six main areas of transformation: strategic planning and financing, economic growth, housing, physical infrastructure, social infrastructure and governance. Their mandate was to bring forth proposals ready for implementation.

Performing with purpose was the agenda as these sub-groups got to work. Their recommendations led to a slew of initiatives designed to impact the way people live and work and do business in the city.

◆ Catalysing Mumbai
Strategic Planning and Financing sub-group

Chaired by Narinder Nayar

Initiatives

- Setting up a Citizens' Action Group made up of eminent citizens and chaired by the Chief Minister, to ensure timely implementation of programmes to world standards
- Forming a Cabinet sub-committee for Mumbai
- Converting the task force into an Empowered Committee
- Getting heads of implementing agencies to sign performance MoUs with Empowered Committee
- Getting Empowered Committee to manage the ring-fenced Mumbai Development Fund and suggest projects for funding

Bombay Stock Exchange
- the largest stock exchange in South Asia, the 12th largest in the world. Started under a banyan tree in 1875.

Suburban railways
- carry 2.2 billion passengers a year, more than one-third the world's population.

◆ Developing Mumbai
Economic Growth sub-group

Chaired by Anand Mahindra

Initiatives

- Making Mumbai even more attractive to IT and ITES companies
- Developing Mumbai into an International Financial Centre to attract financial institutions and banks
- Encouraging and strengthening the entertainment industry and leveraging the Bollywood brand
- Developing the Thane-Belapur area as an industrial township

◆ Housing Mumbai
Housing sub-group

Chaired by Deepak Parekh

Initiatives

- Implementing policies to achieve 'housing for all'
- Ensuring supply of land for affordable housing through repeal of ULCRA, Port Trust land, Salt Pan land, Mill land etc.
- Redeveloping cessed and dilapidated buildings
- Making modifications in Rent Control Act to address the issue of rental housing
- Ensuring a coherent Slum Policy to provide affordable housing for the poor
- Introducing modifications in D.C. regulations to support the housing policy

◆ Transporting Mumbai

Physical Infrastructure sub-group

Chaired by Nasser Munjee

Initiatives

- Implementing Airport modernisation and upgradation of approach road
- Accelerating the setting up of a metro Railway system
- Improving East-West connectivity
- Planning Marine Drive and Gateway of India beautification
- Advocating formation of a Unified Metropolitan Transport Authority

Bollywood
- the world's largest film industry.
Produces more than 1,000 films a year.

◆ Progressive Mumbai

Social infrastructure sub-group

Chaired by F. C. Kohli

Initiatives

- Handing over public spaces to NGOs for protection and improvement
- Setting up milestones for achieving food supply standards
- Drastically improving health services in public Hospitals
- Improving quality of schools and infrastructure
- Dramatically reducing drop-out rates in municipal Schools

The commuter
- represents the quintessential Mumbai resident. You can see the soul of Mumbai for the cost of a local train ticket.

◆ Governing Mumbai

Governance sub-group

Chaired by Ranjit Pandit

Initiatives

- Improving Water supply
- Making the Mayor's office more representative
- Creating a road, pavement and storm water maintenance agency within MCGC
- Expanding the role of the Heritage Commitee to cover issues relating to the heritage legislation
- Switching to long-term maintenance contracts for Roads
- Preventing new encroachments by empowering ward officers with police powers
- Adopting the new/proposed property tax system

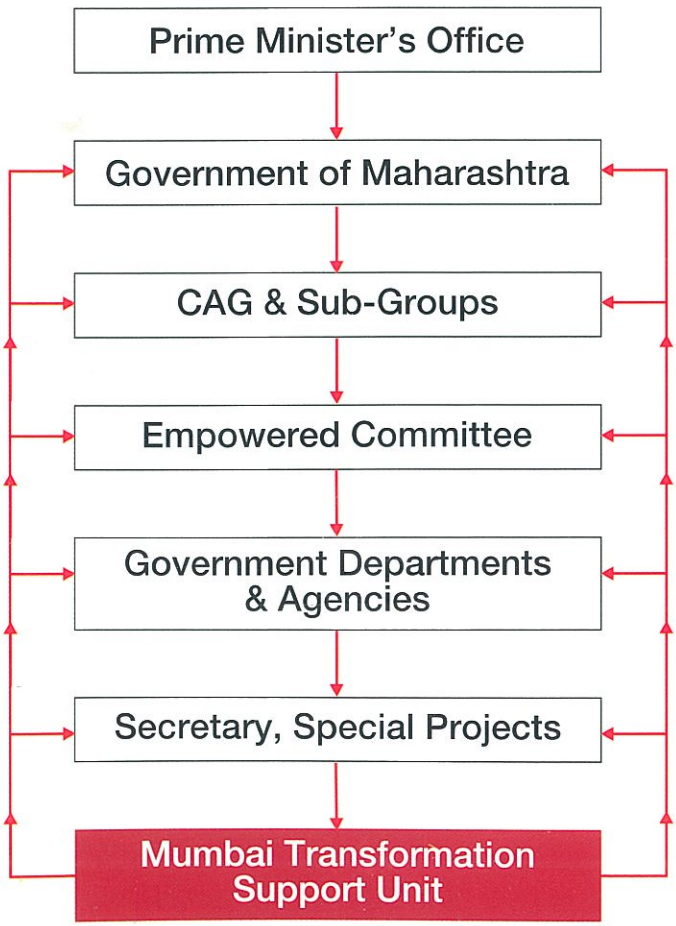
Action-oriented Mumbai

Citizens' Action Group

As part of a wider strategy to involve the people of Mumbai in the city's fortunes and future, the Government of Maharashtra adopted Bombay First's recommendation to form a Citizens' Action Group to serve as a liaison between the stakeholders of the city.

At the instance of the Citizens' Action Group, an Empowered Committee was set up under the Chairmanship of the Chief Secretary. Consisting of members of the private sector and the state government, the Committee works to implement projects and policy changes at an accelerated pace and ensures accountability.

Institutional Framework for Mumbai Transformation



The dabbawalla
- makes sure the city worker gets his lunch on time. The service has earned a six sigma rating from Forbes magazine (for 99.99% efficiency).

Some 'firsts' from Bombay First

- An international conference on 'Urban Renewal - Learnings for Mumbai' in 2005
- Studies for better understanding of the problems of socio-economic transformation, be it transport, education, employment, civic issues or urban land reforms
- Publishing important documents like 'Fact Book of Bombay' - a key data source book - and 'Comprehensive Transport Strategy for Mumbai'
- Representations on vital issues like advocating the case for the development of Mumbai as an International Finance Centre
- A tripartite agreement with Toronto Financial Services Alliance, Canada and International Finance Services, London
- Bringing global experience to tackle Mumbai issues:
  - A conference with the Mayor of London, Mr. Ken Livingstone on 'Building Global Cities'
  - A security conference, 'Lessons from 9/11 and 7/7 for a safer Mumbai' in collaboration with London First on 16th January 2009, in which a panel of experts from the UK and USA shared their experiences and expertise on disaster management and security

A conference on Disaster Management and Security in collaboration with London First on 16th January 2009. Bombay First Chairman, Mr. Narinder Nayar, addresses the group.

Messages from former Chief Secretaries Government of Maharashtra

Bombay First has been striving to interact with the citizens of Mumbai, the representatives of the corporate world and the government to make Mumbai a better place to live in and transform itself as the premier metropolis in the world. Since the last few years it has taken several initiatives to crystallise opinion on important issues relating to the city and accelerate implementation of various projects. It has promoted interaction between the various authorities of the government and concerned members of public so as to throw light on issues from different perspectives and help the process of transparent decision making with public involvement.

There are several problems that Mumbai continues to face – relating to security, economic growth, physical & social infrastructure, housing, health, environment etc. I hope that Bombay First will bring into focus all these issues and help the concerned authorities in solving them and making the citizens proud of their city.

Ajit M. Nimbalkar
Former Chief Secretary

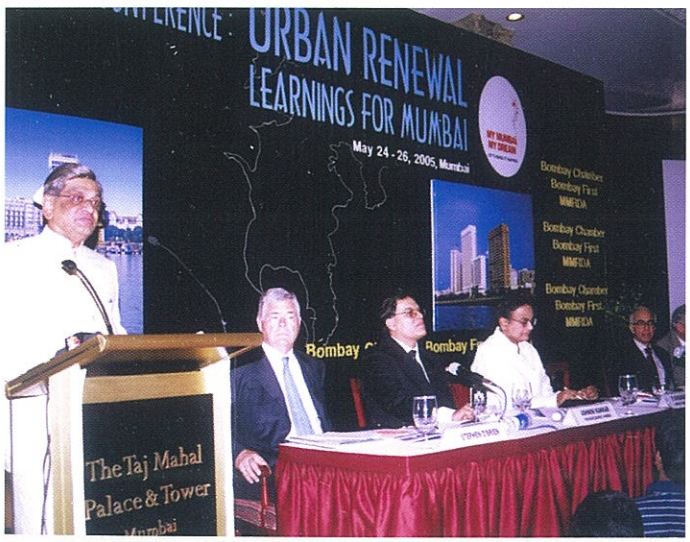
I am glad to know that Bombay First is bringing out a publication on various issues focusing Mumbai. I wish the publication all success.

Bombay First has been doing yeoman service to the development of Mumbai. For the first time, it brought into focus the problems facing Mumbai. Substantial credit should go to this organisation for the spurt of activity in the infrastructure area in the Mumbai Metropolitan region.

Bombay First has been actively involved in the preparation for various infrastructure development projects. Representatives of this organisation have been meeting senior decision makers, the Prime Minister, the Chief Minister of the State and others to take action to further the interests of Mumbai. This is indeed creditable.

I wish Bombay First many more years of service to the city.

Dr. D. K. Sankaran
Former Chief Secretary



International Conference on 'Urban Renewal - Learnings for Mumbai', 2005. Governor of Maharashtra, Mr. S. M. Krishna, was chief guest. Finance Minister, Mr. P. Chidambaram, delivered the inaugural address.

Priorities

- To initiate a concept plan for Mumbai Metropolitan Region - a core group has already been established by the Government of Maharashtra
- To work with international agenices to meet the challenge of climate change - Mumbai is one of the cities most threatened
- To act as an interface between the State and citizens to make Mumbai a safer place
- To encourage 'inclusive economic growth'
- To hold an international conference on the transformation of Mumbai with action papers from the sub-groups on housing, physical infrastructure, social infrastructure, economic growth and governance

Bombay First Governing Board:

Mr. Narinder Nayar
- Chairman

Mr. Ashank Desai
- Vice Chairman

Mr. Ashok Advani

Mr. M.N. Chaini

Mr. Gerson da Cunha

Mr. B.G. Deshmukh

Mr. Dilip Dandekar

Mr. S.M. Datta

Dr. D.N. Dhuldhoya

Mr. Alok Gupta

Mr. Anil Harish

Dr. J.M. Phatak

Mr. Raj Khalid

Mr. Ashwini Kakkar

Mr. Jamsheed Kanga

Mr. Ranjan Kapur

Dr. Rajiv Lall

Mr. Keshub Mahindra

Mr. Vijay Meghani

Mr. Nasser Munjee

Mr. Arun Nanda

Mr. Nandan Nilekani

Mr. Ajit Nimbalkar

Mr. V.S. Palekar

Mr. Jairaj Purandare

Mr. Ranjit Pandit

Mr. V.K. Phatak

Mr. Nanik Rupani

Mr. D.M. Sukthankar

Prof. Rupa Shah

Mr. Ranjit Shahani

Mr. Noel N. Tata

Mr. Gulam A. Vahanvaty

Mr. Ashok Wadhwa

Bombay First acknowledges the support of its principal sponsors

asianpaints
भारतीय स्टेट बैंक State Bank of India
Sir Dorabji Tata Trust
TATA TATA POWER
PHILIPS
HDFC WITH YOU, RIGHT THROUGH
Mahindra
Sir Ratan Tata Trust
BLUE STAR
Hindustan Unilever Limited
ICICI Bank

BOMBAY first

3rd Floor, Y B Chavan Centre, Gen. J. Bhosale Marg, Nariman Point, Mumbai 400 021
Tel: +91 22 2281 0070~71 | Telefax: +91 22 2281 0072
E-mail: mumbaifirst@yahoo.com | Website: http://www.bombayfirst.org

Communications Partner R&PM:Edelman