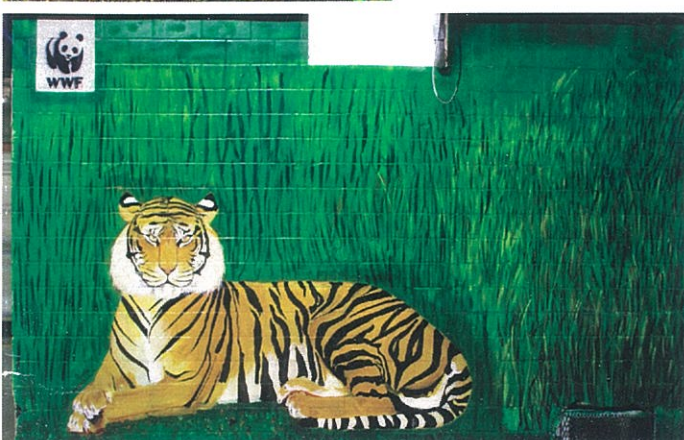


The byculla station beautification story...





36 Stations beautified by 25,000+ volunteers in 7 Days

Mumbai witnessed an unusual transformation in the week from 2nd Oct to 8th Oct 2016. 36 Railway Stations from Churchgate to Dahisar, and from CST to Thane were beautified, by over 25,000 passionate citizens of Mumbai.

This has all the makings of the world's largest such citizen supported initiative and in a true sense, we are proud to say this has brought people of Mumbai even more closer. This is an initiative by Mumbai First and M.A.D Foundation to celebrate Daan Utsav.



Mumbai First:

Its is a not for profit think tank which aims at making Mumbai a better place to live, work and do business in. Mumbai First, also known as Bombay First is a unique model of public private participation and was set up by India's industry leader almost 20 years ago. The Tata's, Mahindra's, Godrej, ICICI, Asian Paints and HDFC are some of the original patrons of the initiative. The Empowered Committee chaired by the Chief Secretary of Maharashtra and represented by eight private sector representative invited by Mumbai First and the Citizens Action Group (CAG), Chaired by the Chief Minister and co-chaired by Mumbai First are some of many institutionalized initiatives. Mumbai First has also been instrumental in putting together the 40 year Concept plan, a forward looking document for Mumbai (MMR) and also supporting the Maharashtra government in setting up the War Room. It can be reached on www.mumbaifirst.org



Making a Difference Foundation :

Making A Difference (M.A.D) Foundation is an infant not for profit institution which has made giant strides in the Mumbai spaces. A brain child of people with a heart, volunteers across this city have joined hands with a purpose of Education and Empowerment, to bring about a change, to make a difference.

MAD foundation is now recognized across the city for having initiated what no other institution could have done. The turnaround of a Railway station to make it beautiful. A walk around Borivali station or Khar Station or even Matunga station is now almost as soothing to the eye as is walking on a green patch.

In an initiative which has been acknowledged across India and appreciated by the Minister for Railways, volunteers of MAD got together and adopted these Railway stations and gave it a new lease of life. More on the work and initiatives of M.A.D can be accessed on www.makingadifferencefoundation.org



About Daan Utsav:

Daan Utsav (formerly known as the Joy of Giving Week), like Diwali, Christmas, Id or Father's Day, is a celebration. It is a 100% volunteer driven initiative that encourages people to do any act of giving of their choice. There is no blueprint and the idea is to get everyone to participate and experience giving. Started in 2009, the festival is celebrated between Oct 2-8, across the country. As of 2014, 100+ cities have participated across the country, with 2+ million people celebrating giving from all walks of life, with 800+ events registered (from small individual events to those involving > 100,000 people) culminating in several crores generated in donations (cash and kind), and millions of volunteer hours. Daan Utsav has managed to changes the way people live. www.daanutsav.org is the link which will share more on the initiatives.

Message from our leaders

Mumbai is a city which never sleeps, they say.

The past and even recent history goes to show how Mumbaikars have unitedly responded to a call of an emergency. **Hamara Station Hamari Shaan** has added a more positive dimension to all this. Citizens have come together for a beautiful cause, claiming ownership to their city and its lifelines. The bar has been raised. It is now a movement and arguably the world's most promising and exciting Public Private People Partnership executed with precision in such a short time and with so many citizens. I doff my hat to all those whom I had the privilege of associating with, during this fascinating journey.

Good Morning Friends. It's an amazing feeling to dream of beautifying 36 stations in a weeks time...people call us M.A.D. and yes that's what we are as it's more than amazing to actually convert that dream to reality...that's sheer MADness....We intend to achieve much more than just beautifying stations...the larger context is to create a feeling of contributing back to society.

When commuters see vibrancy and colourful atmosphere positivity around...we feel that we have raised the positivity quotient of Mumbai to some extent.....We know it may be a small beginning but let me assure this will go long way in the history of Mumbai.....

"Mana Ki Andhera Ghana hai, Lekin Diya Jalana Kaha Mana Hai"

Let's think about Mumbai First. Let's be M.A.D.....



Shishir Joshi
CEO, Mumbai First



Haresh Shah
Founder, M.A.D Foundation

Hamara Station Hamari Shaan Core Team



Amita Shah



Dakshesh Shah



Dharmendra Modi



Dharmesh Shah



Harshit Shah



Kunal Shah



Manish Rangnekar



Manisha Rangnekar



Parag Mehta



Ragesh Warriar



Rahul Bamb



HISTORY OF BYCULLA



1853

Byculla was one of the original stations when the Bombay-Thane railway was inaugurated in April 1853. When the first steam locomotive arrived in Bombay it was pulled down the streets of Byculla by more than 200 labourers to the awe of the locals. Byculla, is said to be derived from bhaya khala, (i.e., Indian laburnum) level—bhaya being a local form of bawa.



1857

It had been built as a wooden structure the year before, but took on its current form now. This makes the current building the oldest station in India.



2016

Along with a growing real estate market, the area also houses the city's famous zoo. The oldest museum of Mumbai, Bhau Daji Lad Museum is also nearby.

Our Partners

GIANTS International:

GIANTS International is the first India-based International service organization and since 1972, it has always been our endeavor to resolve key issues and problems facing our country. Some of the areas where we have contributed successfully and brought about a positive difference are projects like 'Save the Girl Child', Family Planning, Health, Education, Natural Calamity Relief Work, Rain Water Harvesting, Tree and sapling plantation and similar other public spirited activities under the dynamic leadership of our World Chairman Shri Nana Chudasama and Ms. Shaina NC, World Chairperson.

We have more than 500 groups and more than 25000 members in India and abroad including the United Kingdom, USA, Kenya, Tanzania, Mauritius and New Zealand.

World Wide Fund for Nature (WWF)

The World Wide Fund for Nature (WWF) is India's premier non – profit nature conservation organization and public charitable trust. We work across a diverse spectrum spanning biodiversity conservation, climate change and energy, river basin and wetland management, sustainable livelihood and on environmental education. In addition, we assist businesses to reduce their ecological footprint and to develop innovative sustainable solutions.

(AASHAAYEN CHARITABLE TRUST)

An NGO formed by few dedicated businessmen with an intention to make a difference In the society. Aashaayen works towards bringing smile on elderly people and underprivileged children. Aashaayen also organizes blood donation camps, fees sponsorship ,medical help and many more social activities.

TEAM AASHAAYEN is always ready to work towards the betterment of society in all the possible way it can.



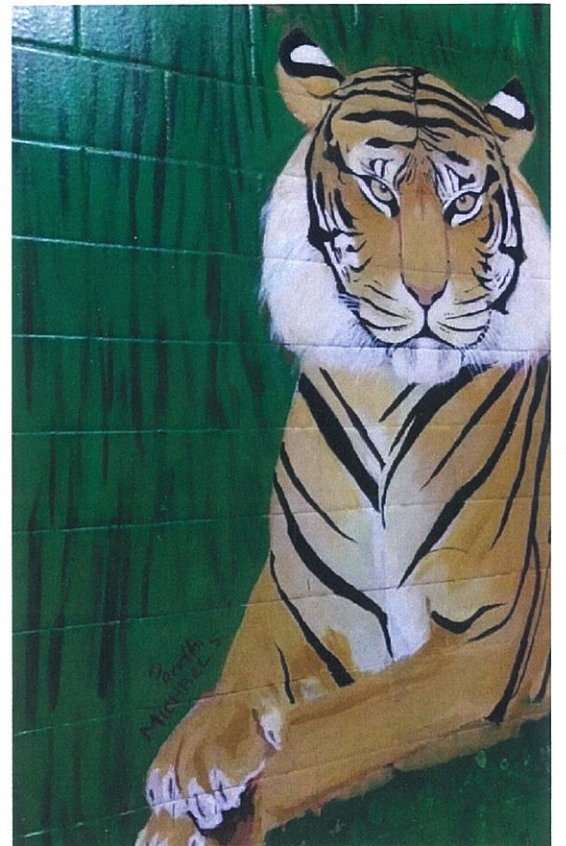
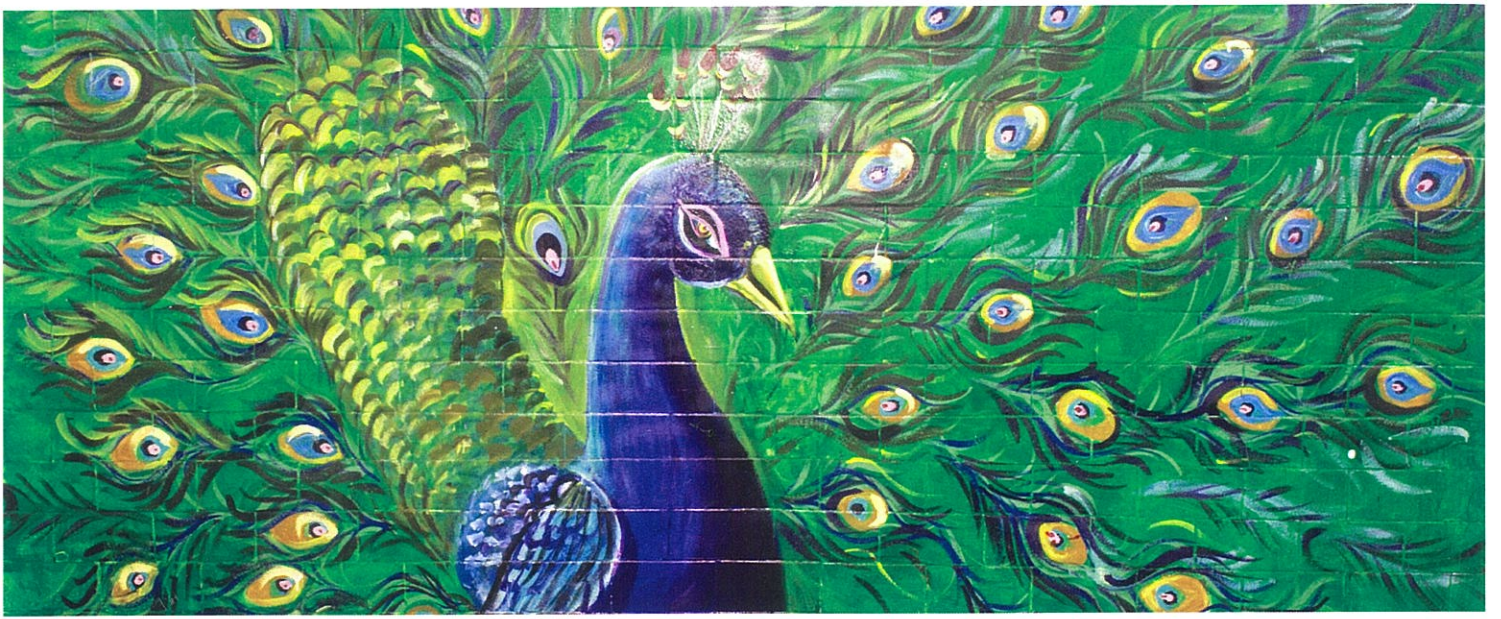
Vaibhavi Amle
Team Leader

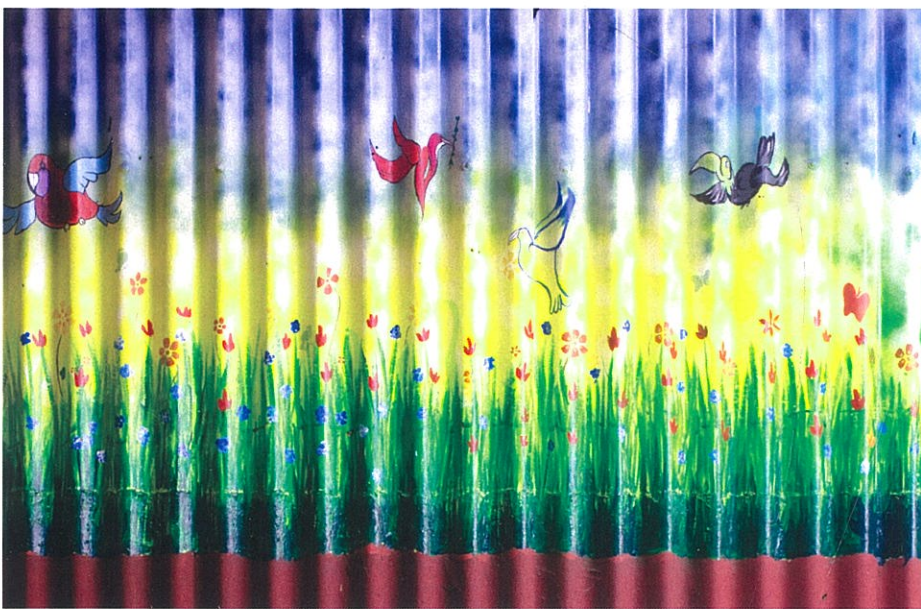
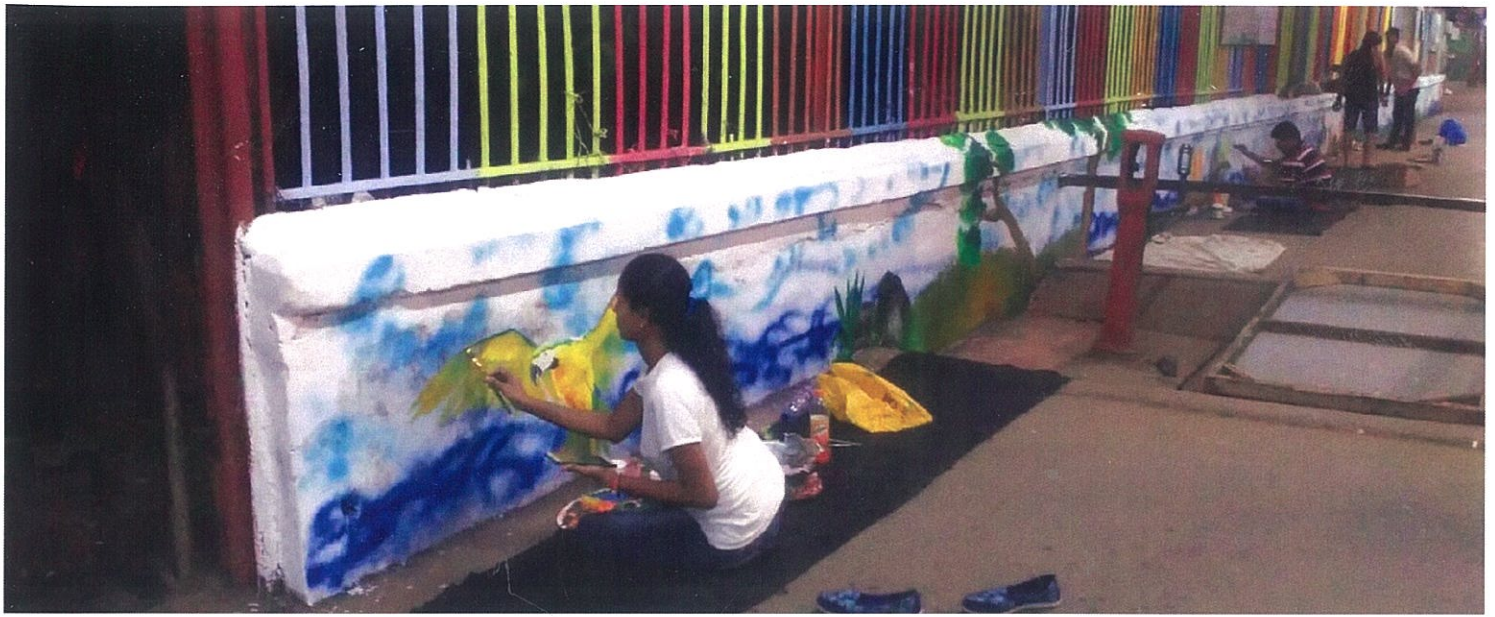


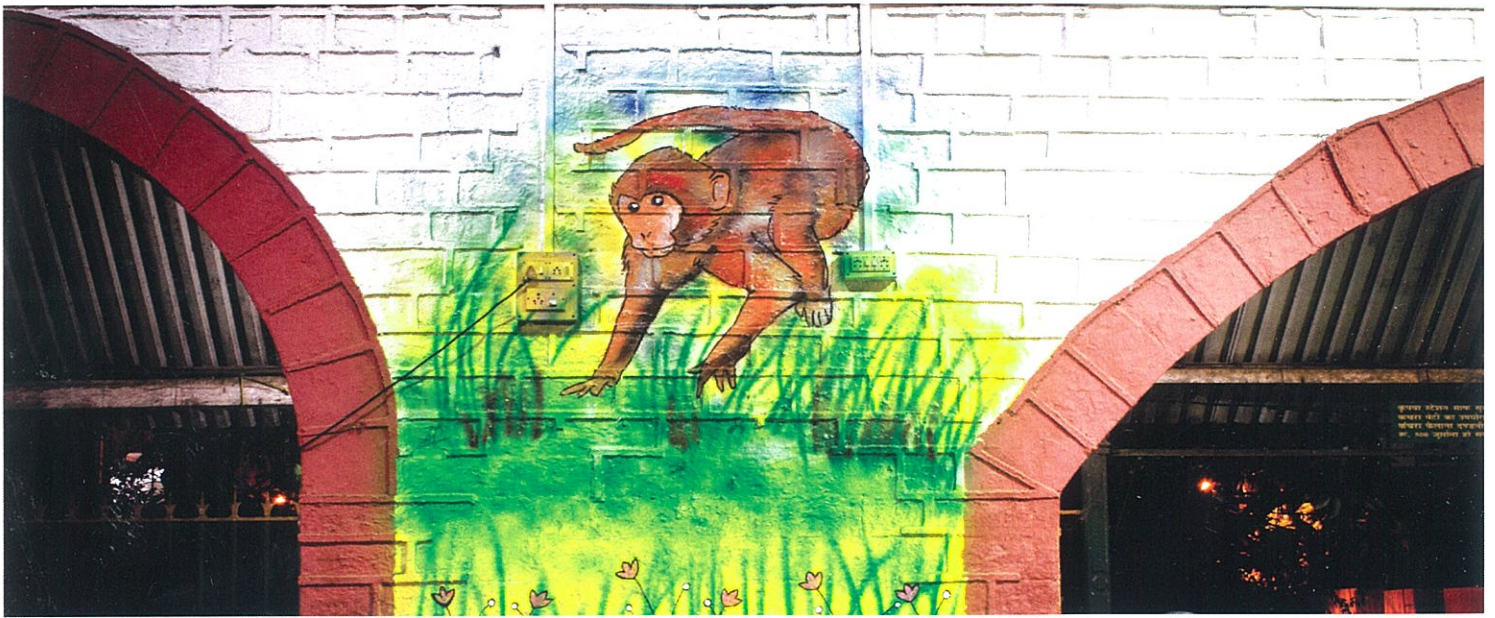
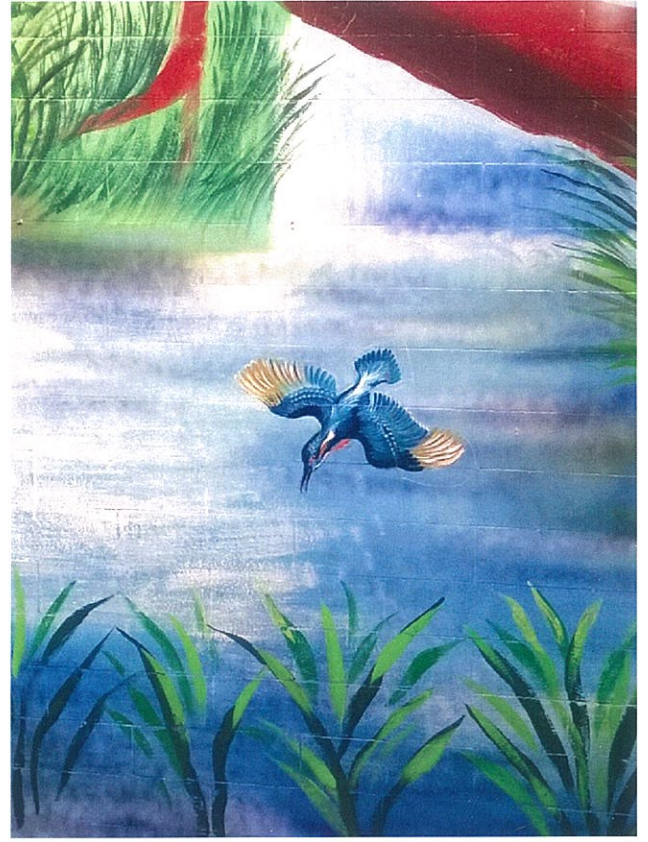
Abhishek Shah
Team Leader

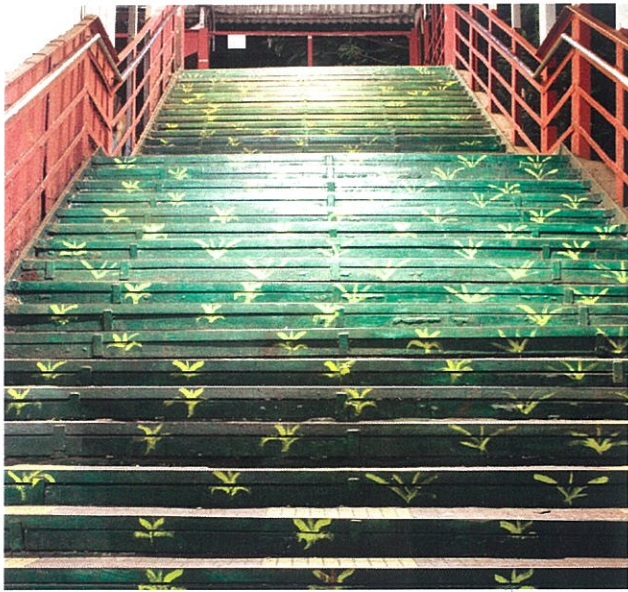


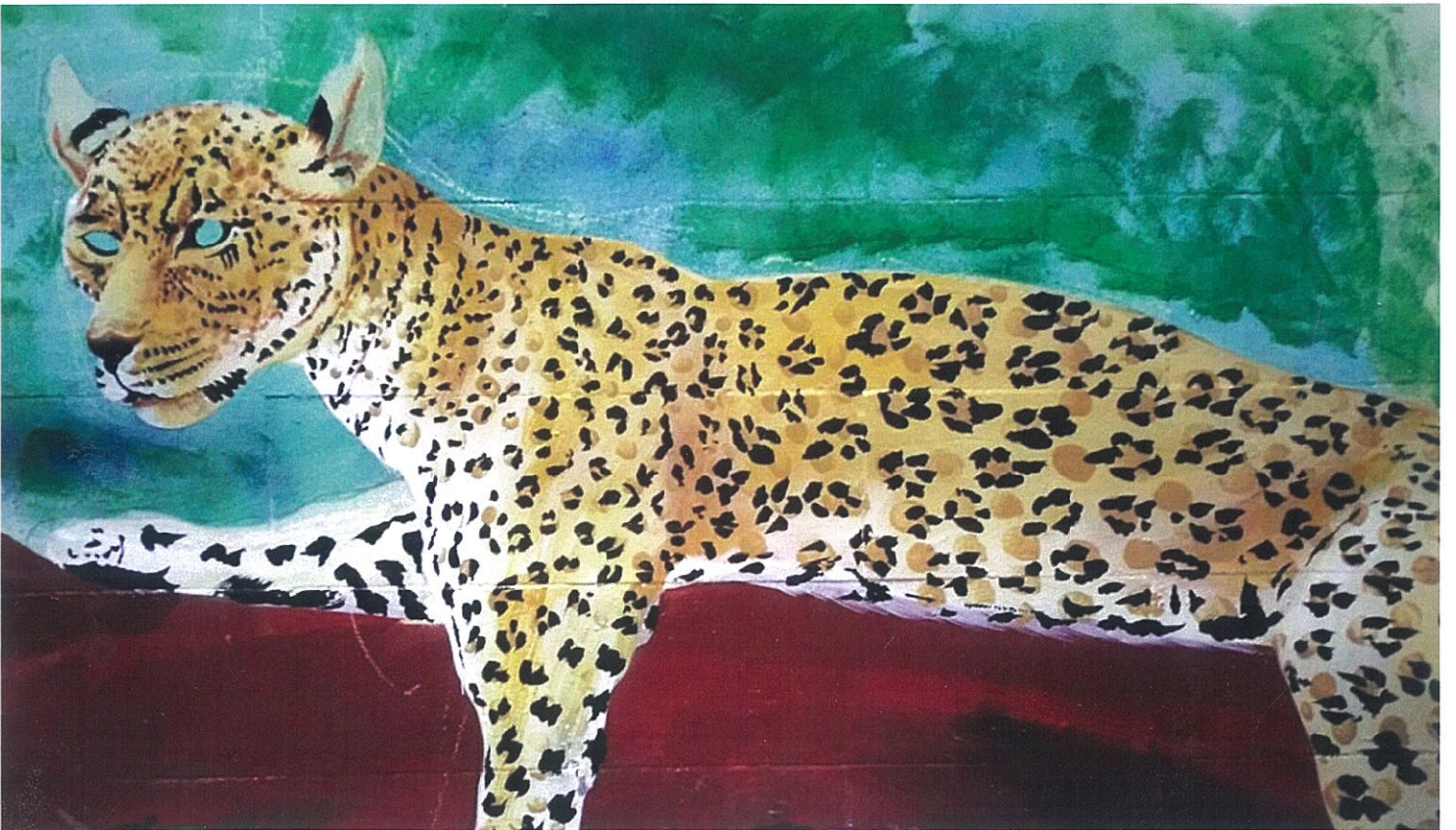
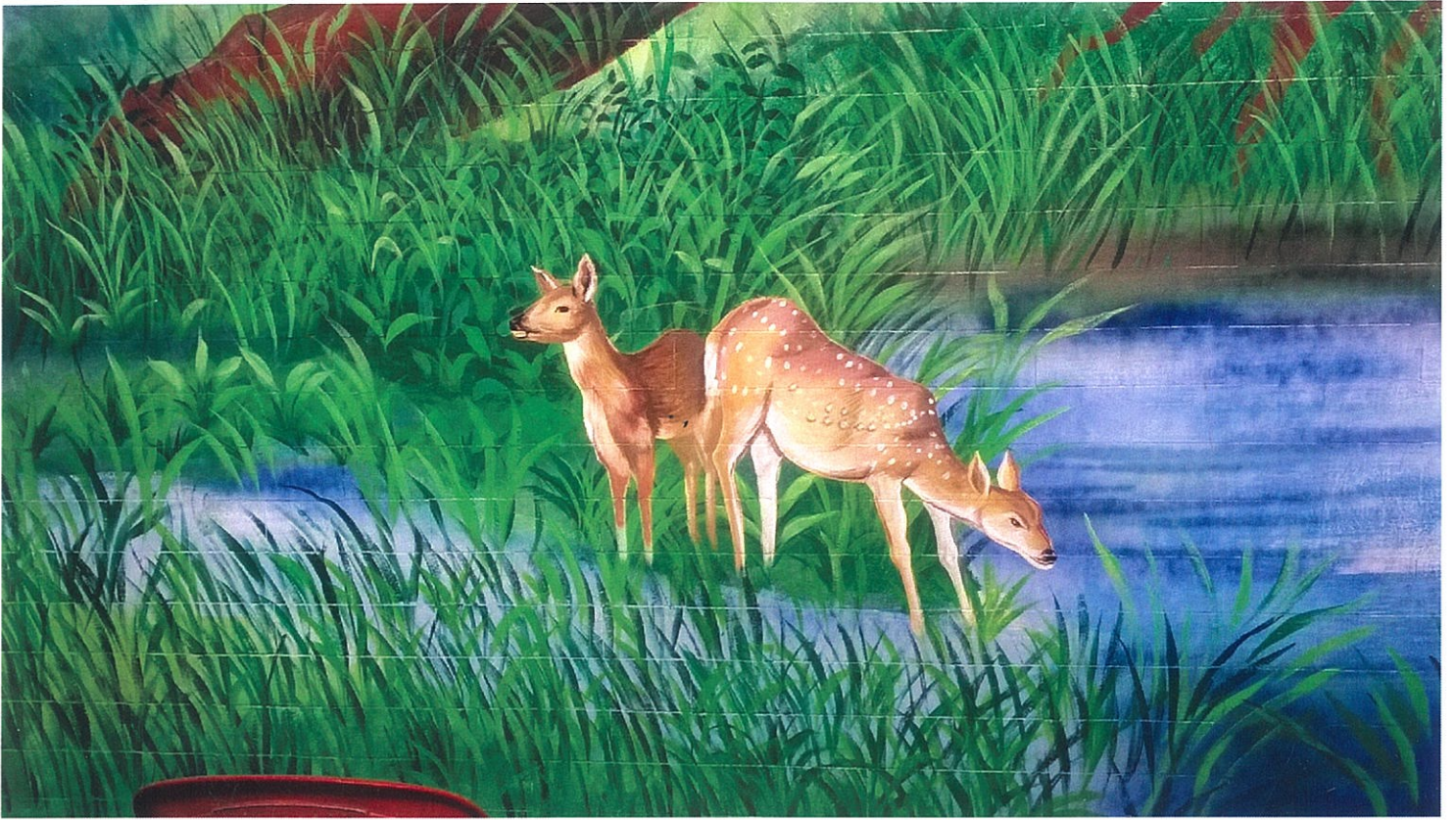
Vinod Shah
Team Leader

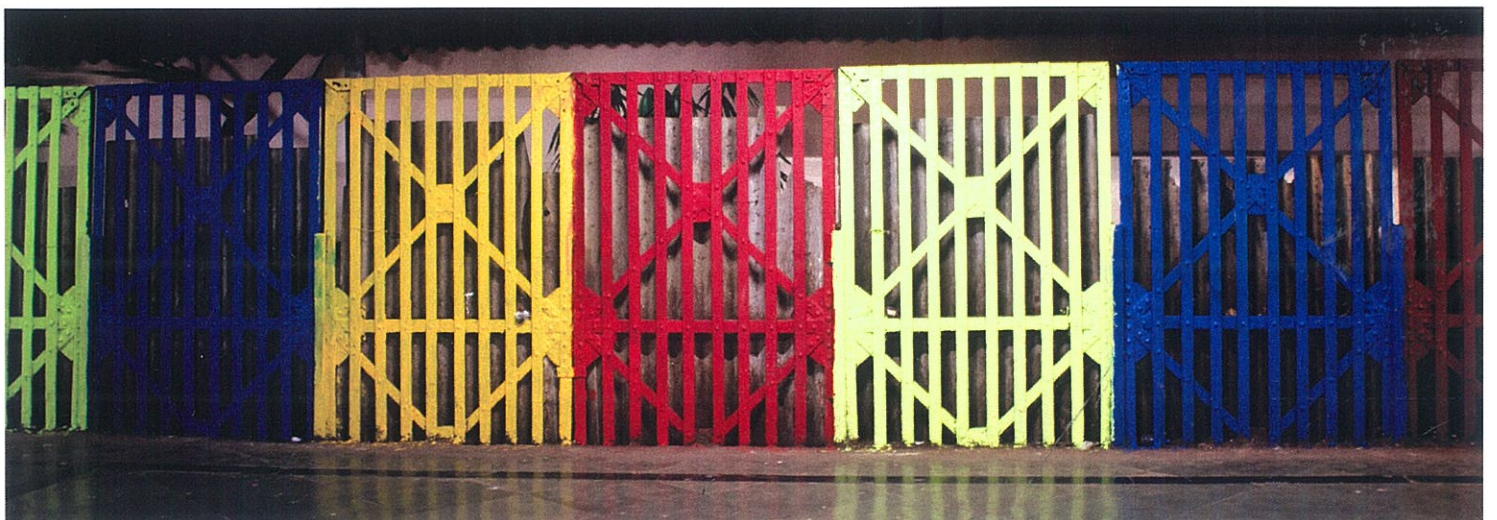
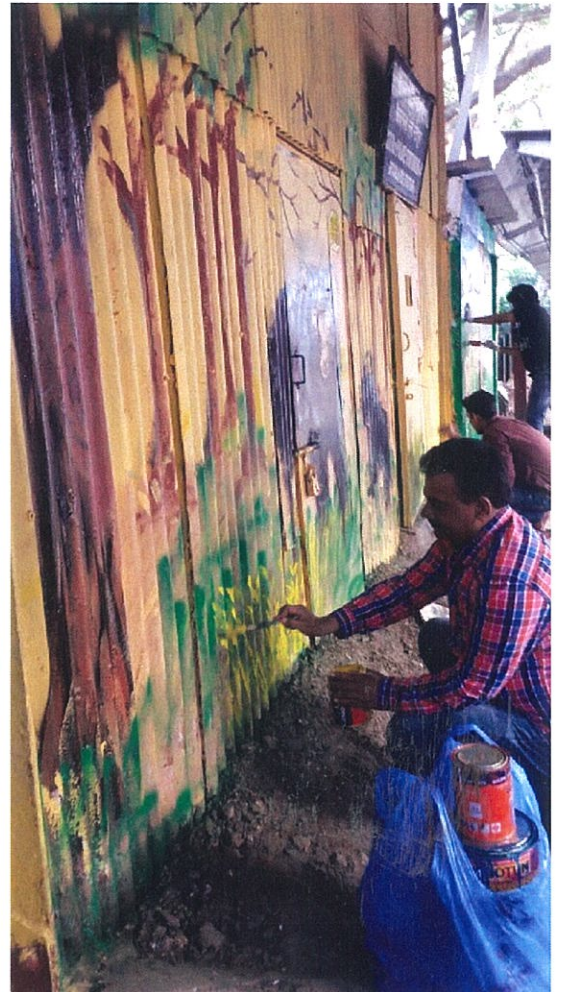
















Testimonials

My Sincere appreciation to Mumbai First and Making A Difference (MAD) Foundation for conceptualizing and implementing The Beautification of 36 Railway stations across Mumbai rightly named My Station My Pride. The talent and long hours put in by 100s of volunteers from various schools, colleges and NGOs have transformed the Byculla station into a mini zoo.

I could not have asked for more to see one of my dreams of Clean and Green Stations of Mumbai become a reality.

A Big Thank you to all those who participated from All Mumbaikars.

**- Shaina NC
(World Chairperson-Giants International)**

”

“

The most beautiful station I ever visited!!!! Hats off to all the artists at for the detailing done in all the paintings .Sanjay ji ,Vaibhavi ji and team WWF did fabulous job .Vinod,,Abhishek,Manish and Aashaayen team managed the station very well and Sam along with Giants team supported well .How can I forget Saheedaji,Ashok ji Thank you all artists for creating such a wonderful zoo which will be written in golden words at Byculla history.

**- Parag Mehta
(Making A Difference foundation)**

”

When I sent Byculla pics to my friends,
all were amazed.

- Passing by College student.

Enjoyed painting at Byculla
,Thank you whole team for
your support.All the artists
worked very hard and did
their best.

**- Vaibhavi Amle
WWF Head**

***Beautification with wonderful
paintings increased Byculla's beauty
drastically.Whole Mumbai is shining
now.***

- -Passing by Businessman.



Beautification of 36 railway Stations from October 2 to October 8, 2016

An initiative of Mumbai First & M.A.D Foundation to celebrate Daan Utsav



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