

## ABOUT MUMBAI FIRST

**Mumbai First** is a pioneering initiative led by the corporate sector including leading companies such as Tata, Mahindra, Godrej, Unilever, and the State Bank of India. Nearly two decades ago, with the endorsement of the then Chief Minister, Mumbai First commissioned a landmark study with McKinsey & Company to envision the transformation of Mumbai into a “**World-Class City.**” This vision laid the foundation for a robust public-private partnership with the Government of Maharashtra, which received strong support from the Prime Minister’s Office and the World Bank.

## VISION

Transforming Mumbai into a world class city with a vibrant economy and a globally comparable quality of life for its citizens.

## OUR CORE PLATFORMS

Mumbai First leads three impactful platforms driving awareness, collaboration, and solutions for a better Mumbai:

### 1. MUMBAI HAPPENINGS:

A bi-monthly series for citizens, featuring expert talks and discussions on urban issues and solutions.

### 2. MUMBAI SUSTAINABILITY FORUM:

Focused on climate action and sustainability, bringing together experts and policymakers.

### 3. MUMBAI ROUNDTABLES:

Policy advocacy with key stakeholders to address Mumbai’s critical urban challenges.

## HIGHLIGHTS

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**MUMBAI  
HAPPENINGS**

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**MUMBAI  
SUSTAINABILITY  
FORUM**

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**GATES  
FOUNDATION  
SUPPORTED  
PROJECTS**

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**FLAGSHIP  
EVENT**

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**PARTNERS AND  
SUPPORTERS**

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**EXPO AND  
AWARDS**

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**D**ear Mumbai First family,

We are delighted to present the digital edition of the Mumbai First newsletter - your gateway to the conversations, collaborations, and initiatives shaping our city's future. This edition reflects the energy and purpose behind our work: connecting citizens, thought leaders, policymakers, and industry to co-create a sustainable, inclusive, and world-class Mumbai.

In recent months, our signature initiatives have been in full swing. **Mumbai Happenings** has brought citizens face-to-face with experts, policy makers and government officials on critical civic issues, sparking awareness and informed public dialogue. The **Mumbai Sustainability Forum** has deepened the conversation on environmental resilience and climate-smart urban planning. Through **Mumbai Roundtables**, we've convened government, industry, academia, and civil society to drive structured, solution-oriented dialogue on Mumbai's most pressing urban challenges. These platforms together form the backbone of our mission - fostering awareness, collaboration, and action for the city's betterment.

We extend our heartfelt thanks to our supporters, partners, and associates for their trust and encouragement. Your collaboration fuels every step of our journey. Together, we can ensure that Mumbai remains a city where people are proud to live, work, and invest in today and for generations to come.



# PRELUDE

Mumbai First, the city's leading think tank and catalyst for change, has evolved its focus from solely infrastructure development to addressing the pressing challenges of climate change and sustainability.

With the vision of making Mumbai a truly sustainable city, our team is driving key priority areas under the Mumbai Climate Action Plan, including:

- Air Pollution
- Heat Mitigation
- Sea Level Rise and Flood Management
- Urban Mobility
- Promoting Greener Housing Societies.

Building on these priorities, we have implemented several impactful initiatives in the first half of the year and charted a structured roadmap for the year ahead. Notably, projects on Air Pollution, Heat Mitigation, and Strengthening Primary Health Centres for marginalised communities are being undertaken with the support of the Gates Foundation.

Further, Mumbai First has also lined up two major events in the coming months- the Global Cities Conclave, featuring participation from New York, London, Singapore, and Tokyo; An Expo on Sustainable Green Technology, showcasing companies, hosting workshops, and presenting awards specially designed for housing societies.



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# Mumbai First Hosts Fifth ‘Mumbai Happenings’ Session in Suburban Mumbai- 14<sup>th</sup> May, 2025

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## Theme

Awareness on the Maharashtra Right to Public Services Act, 2015 (RTS Act)



Mumbai First's CEO Mr. Satish Kumar with Mr. Manu Kumar Srivastava, Chief Commissioner, RTS Commission

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## Date & Venue:

May 14, 2025 | MMRDA Auditorium, BKC

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## Major Announcements

- RTS to be included as a chapter in 9th & 10th standard textbooks.
- Development of a mobile-friendly RTS application for greater accessibility.

## Some glimpses from the event



## Key Highlights

- Over 180 participants including students, NGOs, civic stakeholders, and citizens
- Live Demonstration of the Aaple Sarkar Seva Portal by Shri Dilip Shinde – guiding citizens on applications, tracking, and grievance redressal.
- Maharashtra now has 39,783 Aaple Sarkar Seva Kendras to assist citizens without digital access.
- Active participation through Q&A, feedback, and direct interaction with senior government officers.

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The session fostered a dynamic exchange of ideas, strengthened civic literacy, and reinforced Mumbai First’s mission to create an informed, empowered, and participative citizenry through knowledge-sharing platforms.

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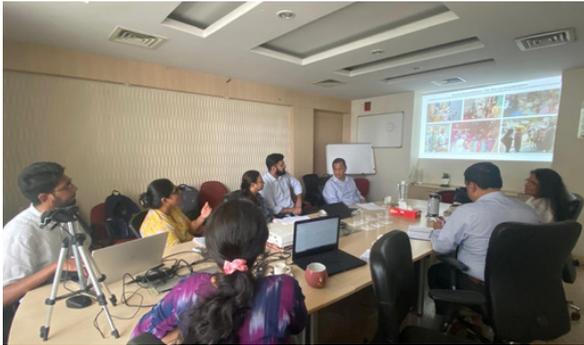
# Gates Foundation Supported Initiatives

## Heat Stress Mitigation Project

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### Project 1:

Heat Resilience Initiatives in Informal Settlements



Snapshots from meetings with SPARC and Mumbai First

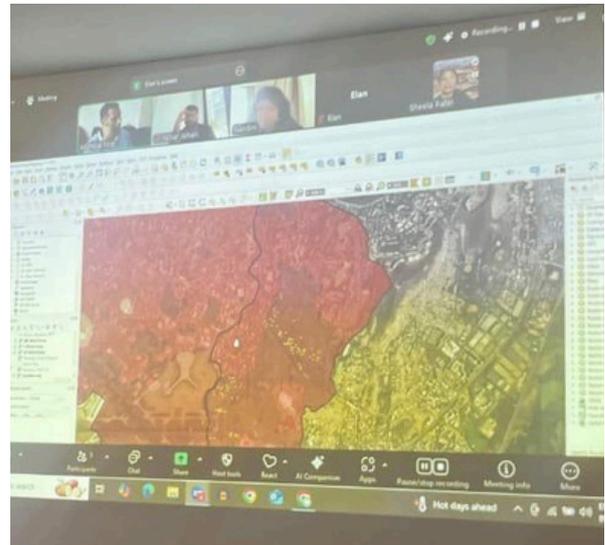
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### Partner:

SPARC (Society for the Promotion of Area Resource Centres)

### Target:

Reduce indoor temperatures in vulnerable communities through heat mitigation solutions across three wards (covering three slums and one SRA).



### Key Updates:

- **Focus Areas:** M East, K East, and L Ward identified for the study.
- **Progress Achieved:** 410 households surveyed and 100 heat sensors deployed to track indoor and outdoor temperatures.
- **Milestone Achieved:** Preliminary findings and analysis submitted on 30 May 2025 meeting.
- **Way Forward:** Exploring CSR funding opportunities to support incurred costs and continue project implementation, building on the strong foundation laid.

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# Gates Foundation Supported Initiatives

## Air Pollution Mitigation Project

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### Project 2:

MMR Air Pollution Mitigation Pilot



**Snapshots from Key Meetings & Discussions on air pollution and it's mitigation strategies**

### Partners:

- IIT Bombay – Prof. Virendra Sethi
- NEERI – Dr. Rakesh Kumar

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### Target:

25–30% reduction in PM2.5/PM10 levels in  
2–3 highly polluted localities

### Key Updates:

A detailed project proposal has been submitted by the two experts and is currently under internal review. The air pollution pilot project in Chandivali will soon commence and will receive an initial funding of ₹5 lakh from IIT Bombay to kick-start the activities.

A meeting has been scheduled on 4th June with Mr. Sudhir Shrivatsa, Chairperson of the Government of Maharashtra's Expert Committee on Air Pollution in the Mumbai Metropolitan Region. The discussion will focus on briefing him about the project and exploring opportunities for collaboration to make Mumbai's air cleaner and healthier.

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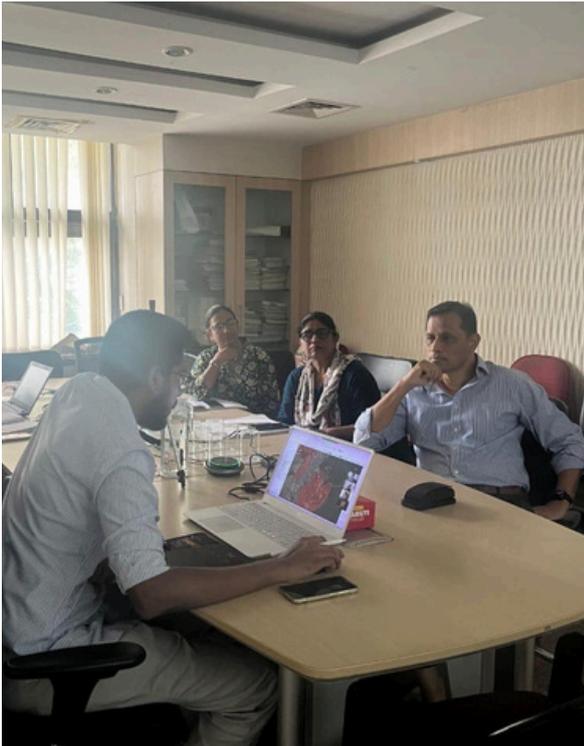
# Gates Foundation Supported Initiatives

## Strengthening the Mechanism of Primary Healthcare Centres

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### Project 3:

Strengthening PHCs for Climate Resilience



Snapshots from Key Meetings & Discussions on strengthening the primary healthcare centres in Mumbai

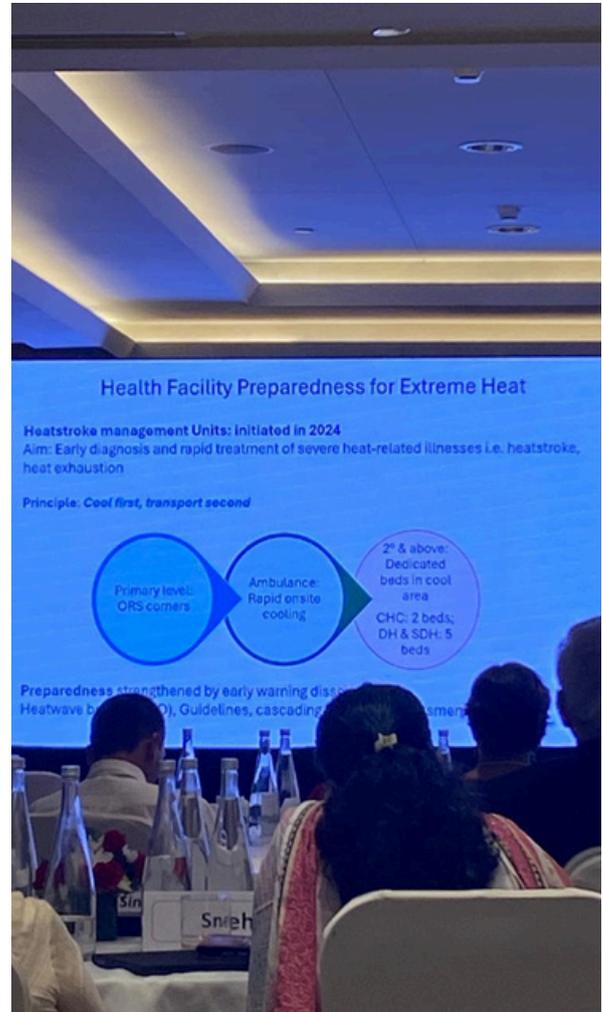
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### Partners:

- PHFI – Public Health Foundation of India (Dr. Daver)
- SPARC – Society for the Promotion of Area Resource Centres

### Target:

Strengthening the mechanisms of Primary Healthcare Centres through staff training, equipment, protocols, and guidelines.



### Key Updates:

Initial discussions with PHFI and JSW Foundation helped define the project scope, followed by a jointly organised roundtable in Mumbai on 23 July 2025 that focused on the health impacts of climate change, the urgent need to strengthen local healthcare systems, and strategies to address climate-induced health risks.

# MUMBAI SUSTAINABILITY FORUM

The Mumbai Sustainability Forum (MSF) has identified a set of priority themes that address some of the most urgent challenges posed by climate change in Mumbai.

These areas will guide upcoming projects and collaborations, ensuring that our work remains impactful, locally relevant, and future-focused.



**Bi-monthly Meeting  
16 May 2025**



## Looking Ahead

By driving action in these critical areas, the MSF seeks to create a roadmap for a climate-resilient Mumbai - one that is prepared, adaptable, and committed to protecting both people and the environment.

## KEY FOCUS AREAS

1. Sea-Level Rise
2. Flood Management
3. Green Housing Societies
4. Integrated Mobility & Last-Mile Connectivity
5. Air Pollution
6. Heat Stress & Cross-Cutting Research

# MUMBAI SUSTAINABILITY FORUM

In the latest MSF meeting, members presented updates on their thematic focus areas. They shared data, challenges, and practical solutions to advance Mumbai's climate resilience and sustainability goals.



**Bi-monthly Meeting  
18 July 2025**



By driving action in these critical areas, the MSF seeks to create a roadmap for a climate-resilient Mumbai - one that is prepared, adaptable, and committed to protecting both people and the environment.



## **MSF Meeting Highlights**

1. **Sea-Level Rise:** 24% of Mumbai at risk; deeper assessments needed.
2. **Urban Flooding:** Upgrade systems, add permeable surfaces, complete BRIMSTOWAD by 2027.
3. **Solid Waste:** “Kachre Se Aazadi” pilot in Sion West to curb dumping.
4. **E-Waste:** Awareness, system integration, and disposal infra; Colaba pilot.
5. **Green Housing:** GEAR tool to reach 5,000 societies in five years.

# Indore Clean City Model Study Visit by Mumbai Sustainability Forum

## Theme

A delegation from the Mumbai Sustainability Forum visited Indore to gain insights from Indore's acclaimed Clean City Model.



The delegation comprised of Mr. Sanjay Ubale, Dr. Kavi Arya, Mr. Satish Kumar, Ms. Snehal Jangam, Mr. Abhishek Goyal, Mr. Saurabh Shah, Mr. Hitesh Hiren.

## Date & Venue:

24th July and 25<sup>th</sup> July, 2025 | Indore

## Looking Ahead

The delegation returned with hope to explore how this model could be adapted to Mumbai, and a formal letter was submitted to the Hon'ble Chief Minister of Maharashtra, requesting consideration of this initiative for Mumbai.

## Some glimpses from the tour



## Key Highlights

- During the visit, the delegation held an in-depth meeting with Municipal Commissioner Shri. Shivam Verma and Additional Municipal Commissioner Shri. Abhilash Mishra.
- They shared valuable insights on the systems and strategies that have made Indore a national benchmark for urban cleanliness.
- The study tour also included extensive field visits, allowing the team to observe the implementation of the model firsthand.

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# Kachre Se Aazadi : Waste Dumping in Sion West

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## Theme

MSF deployed a study in Sion West to uncover behavioural and systemic causes of open dumping, waste types, and key contributors to guide BMC and communities toward sustainable, long-term waste management solutions.



The study focuses on Sion West, with five volunteers conducting observations and surveys to understand the behavioural and systemic factors behind the creation and persistence of black spots of waste

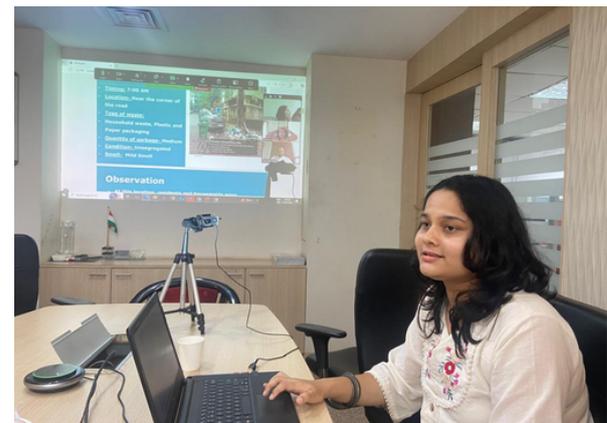
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## Looking Ahead

As the volunteers presented their observations, we will present the findings to the ward officer and work together to identify solutions.

The focus will be on a holistic waste management approach, addressing pre-collection, during, and post-collection processes to reduce black spots in the study area.

## Some glimpses from presentations



## Key Highlights

- Fieldwork was conducted daily from **7:00 a.m. to 9:00 p.m.** across five days,
- Interviews were carried out with residents and passersby around **Jain Bhavan, 25th Road, SIES Lane, Indira Market, and Vallabhdas Road in Sion West (near Sion Circle).**
- Over the five days, a total of **205 responses** were collected .
- The volunteers presented their findings and preliminary report to the **Mumbai First Executive Board and Governing Board members on 25th August 2025.**

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# Awareness Drive for E- Waste (in collaboration with Croma)

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## Theme

Electronic waste (e-waste), is one of the fastest-growing waste streams in India. Yet, most people are still unaware of how to dispose of it properly. As a result, e-waste is often mixed with household garbage, causing serious environmental and health issues.

While Croma already collects over **40,000 e-waste units** every year through its stores and responsible recycling processes, public awareness of this service is still limited.



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## Expected outcome

The impact of the initiative can be evaluated by measuring the incremental increase in e-waste collected at Croma outlets in potential ward in Mumbai.

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## How this will work?

- Joint seminars will be held at colleges, housing federations, and community platforms.
- The aim is to raise awareness and encourage proper e-waste disposal at nearby Croma stores.
- Croma outlets designated as official e-waste drop-off points.
- Signage to be placed inside stores and nearby public areas for guidance.
- Mumbai First to run a social media and outdoor ad campaign with Croma to boost awareness.

# Visit to HUL Suvidha Centre, Dharavi

On 5th September 2025, Mumbai First team visited the HUL Suvidha Centre in Dharavi.

Launched in 2016 in partnership with the Brihanmumbai Municipal Corporation (BMC), Suvidha has grown into a network of 25 centres, serving more than 5.5 lakh people across the city. The centres provide access to safe and hygienic toilets, showers, drinking water, and laundry facilities.



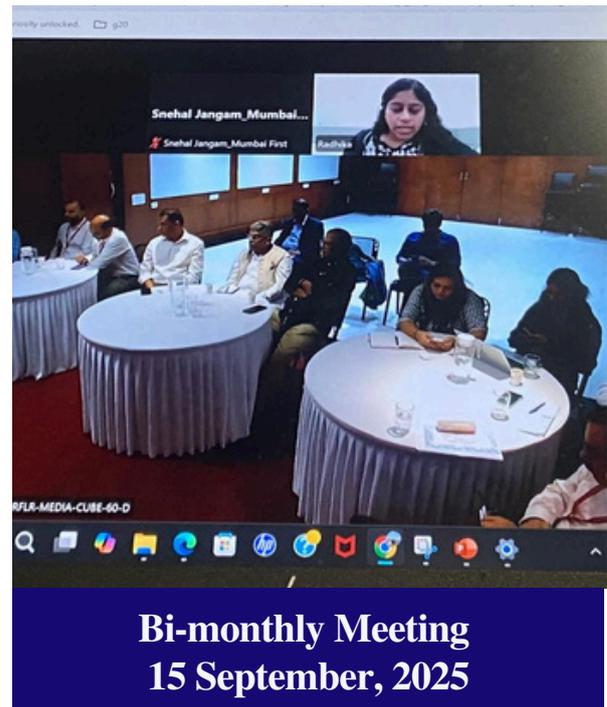
The Suvidha model is designed around three key pillars:

- **Inclusivity** – special facilities for women, children, and persons with disabilities.
- **Safety** – equipped with CCTV, security staff, and panic buttons.
- **Sustainability** – powered by solar energy, rainwater harvesting, and greywater recycling, saving over 200 million litres of water to date.

Built on a robust public–private partnership between **HUL, BMC, HSBC India, and the JSW Foundation**, Suvidha stands out as a scalable model for urban sanitation and a benchmark for sustainable community infrastructure.

# MUMBAI SUSTAINABILITY FORUM

The Mumbai Sustainability Forum (MSF) held its bi-monthly meeting on 15th September 2025, at Mahindra & Mahindra's office at Worli, with members sharing key updates and collaborations.



Members discussed the recent visit to the HUL Suvidha Centre in Dharavi, which highlighted critical data gaps in sanitation and the need for scalable solutions leading to plans for a follow-up with HUL.

The Mahindra Group shared their sustainability mandate, including the Planet Positivity Framework, Net Zero Buildings through Mahindra Lifespace, and a vehicle recycling facility that rewards consumers with carbon credits.

Croma presented a joint pilot project with Mumbai First, to be rolled out in A and K Wards, with strategy finalisation by 12th October. The Kachre Se Azadi initiative was also discussed, focusing on reducing waste generation at source and engaging BMC and ward officers to convert black spots into sorting centres.

Updates on the Green Housing Societies initiative included plans to involve students as volunteers and refine the GEAR survey for wider implementation.

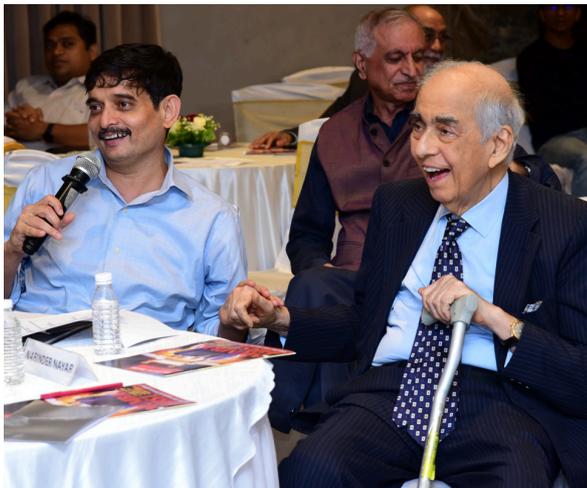
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# Transforming Mumbai & MMR

## - Insights into the Infrastructure Blueprint

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**Closed-door meeting with  
Mr. Aseem Kumar Gupta,  
Additional Chief Secretary,  
Urban Development Department,  
Government of Maharashtra**



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### **Date & Venue:**

September 15, 2025 | Wodehouse Gymkhana

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### **Theme:**

Mumbai First hosted a special dialogue with Mr. Aseem Gupta, Additional Chief Secretary, Urban Development Department, Government of Maharashtra.

### **Some glimpses from the event**



### **Key Highlights**

- Mr. Gupta outlined the long-term infrastructure roadmap for Mumbai and the MMR over the next 15–20 years which includes the expansion of the 350+ km Metro network, railways, monorail, bus services, and other mega projects with a vision to develop Mumbai into a world-class, sustainable, and seamlessly connected city.
  - The session concluded with a discussion with industry leaders, emphasizing the critical role of public-private partnerships in shaping the city's future.
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# Strengthening Primary Healthcare & Building Climate-Resilient Cities

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## Date & Venue:

September 17, 2025 | Wodehouse Gymkhana



**Snapshot from the meeting with Dr. Sanjay Zodpey, Dr. Daver and Mr. Suresh Kakani**

## Key Updates:

The Mumbai First team had the privilege of meeting Dr. Sanjay Zodpey, Head of the Public Health Foundation of India, along with his team, to deliberate on our Gates Foundation–supported initiative focused on strengthening the mechanisms of primary healthcare centres, especially in the context of climate change and its growing impact on public health.

The discussion was further enriched by the participation of Dr. Daver and Mr. Suresh Kakani, State Secretary, Election Commission. Together, we explored pathways to enhance healthcare delivery systems while integrating climate resilience into city planning.

As a next step, Mumbai First is planning to convene a focused roundtable to draw lessons from Ahmedabad’s pioneering Heat Action Plan and assess the applicability of such measures for Mumbai. This initiative will be a significant step in fostering a healthier, safer, and climate-prepared city.

# UPCOMING PROJECTS

## MUMBAI SUSTAINABILITY EXPO & AWARDS:

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**JAN / FEB 2026**

- **Theme**

Mumbai First, in collaboration with GreeniFit, has launched an initiative to help the city's 45,000+ housing societies adopt sustainable solutions. The project offers a platform to access information, explore green technologies, and connect with solution providers. Over five years, it will drive surveys, awareness campaigns, and workshops, supported by an annual Green Expo showcasing innovations directly to societies.

- **Partners**

With support from MAHASEWA and other partners, four workshops have already been conducted, reaching 200+ housing societies. More updates on this initiative will follow soon.



# **UPCOMING PROJECTS**

## **INVEST MMR CONCLAVE**

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**December 2025 (TBA)**

## **ANNUAL FLAGSHIP EVENT (RSC CONCLAVE)- JAN 2026**

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### **REDEFINING SUSTAINABLE CITIES CONCLAVE MALABAR HILL, MUMBAI**

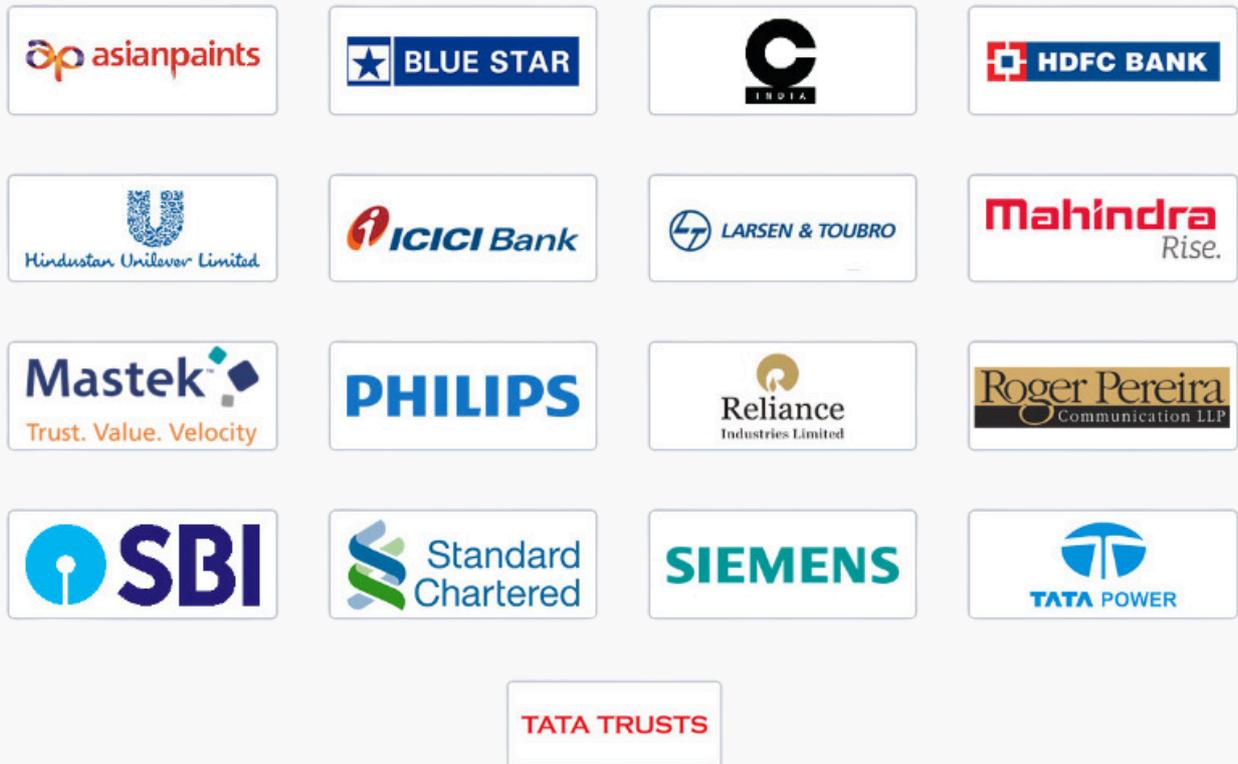
- In collaboration with MITRA, the Government of Maharashtra & ICLEI as Strategic partner.
- Led by internationally eminent climate experts and dignitaries from the Government of India and Maharashtra, including both Deputy Chief Ministers, and International institutions.
- New York, London, Singapore & Tokyo presenting its climate resilience strategies, followed by a panel discussion featuring urban policymakers, scientists, and practitioners.
- Concluding address by Hon'ble Chief Minister Shri. Devendra Fadnavis, presenting key policy outcomes and recommendations.

## **BRICS FRIENDSHIP CITIES CONCLAVE**

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**APRIL / MAY 2026 (TBA)**

# PATRON MEMBERS



# OUR PARTNERS



# MUMBAI FIRST MISSIONS



**EDUCATION & SPORTS**



**HEALTH**



**HOUSING**



**ART, CULTURE & HERITAGE**



**ENVIRONMENT**



**FINANCIAL & ECONOMIC GROWTH**



**TRANSPORT & MOBILITY**



**GOVERNANCE**



**SECURITY & DISASTER MANAGEMENT**

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