

Clean - Up Initiatives for Making Mumbai Cleaner & a Better Place to live in An Initiative of United Way Mumbai Helpline

Mumbai the Maximum City. A city of dreams, the commercial capital of the country. Yet the challenges here are many. One of the biggest challenges faced by the city is management of Waste. Mumbai generates over 8000 tonnes (1000 trucks) of garbage every day. Littering, spitting and rampant usage of plastic bags have proven to be hazardous to the eco-systems and environment in the city of Mumbai. Municipal Corporation of Greater Mumbai (MCGM) spends over 10% of its annual budget for disposal of this waste generated with over 30,000 people working for the same on daily basis.

Clean-Up Interventions by UWMH:

Clean-Up Mumbai campaign is an initiative by the Municipal Corporation of Greater Mumbai (MCGM) that envisages making Mumbai city free from garbage and litter. One of the salient features of this campaign is the scope for active involvement by the citizens. MCGM has appointed UWMH as the official Third Party Auditors of the Clean-Up Mumbai campaign. As the auditors, our endeavor has been to assess the performance of the campaign at field level and elicit active community participation in the campaign by roping in various community stakeholders such as; citizens, NGOs, Corporates, schools and colleges, etc. UWMH is involved in organizing following activities for strengthening the campaign:

How Can The Corporates Support Improve the State of Cleanliness in Mumbai City:

- 👉 Support United Way Mumbai Helpline in cleaning up a locality in your neighborhood (one time activity or a yearlong project with long lasting impact)
 - Clean up the litter in the locality identified
 - Beautify the locality by painting the walls, dividers, tree plantations, plantation of flower beds, etc.
 - Sensitize and educate the local residents, shopkeepers, hawkers, etc. about importance of cleanliness and need for collective action
 - Complement the efforts put in by the local municipal ward officials for maintaining cleanliness in the locality: by providing additional infrastructural facilities such as; litter bins, putting up appeal boards, etc.
 - Support UWMH in beautification of the locality identified (activities such as; wall painting, painting of dividers, tree plantations etc.)
 - Employee volunteers themselves sign up for the Clean-Up Warning cards and also convince the local citizens in the locality to sign up as volunteers
- 👉 Provide financial support as well as provide employee volunteers for carrying out the drives
- 👉 Employee and UWMH Volunteers appeal the resident citizens of the locality to maintain cleanliness
- 👉 Employee and UWMH Volunteers interact with the local shopkeepers and vendors to appeal them to keep the shop premises clean, keep a litterbin and promote the use of the same among the customers

Role of United Way Mumbai Helpline:

- 👉 Facilitate identification of suitable location/ site for Clean-Up intervention in consultation with the Municipal Corporation of Greater Mumbai (MCGM) and local citizens groups
- 👉 Obtain all the necessary permissions for the drive
- 👉 Arrange for logistics such as tools and equipments for the drive
- 👉 Overall conceptualization, planning, coordination and implementation of the drive
- 👉 Mobilize lead volunteers for facilitating the drive

Role of Corporate Partner:

- 👉 Fund the complete drive (one time drive or a long-term project)
- 👉 Mobilize employees to volunteer for the drive
- 👉 Arrange for the other logistics including T-Shirts/ Caps, snacks, etc. as per requirement for the employee volunteers during the drives

For more details please visit: www.unitedwaymumbai.org

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Successful Clean-Up Interventions with Corporate Employees

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