



# Mission Mangroves

## A United Way Mumbai initiative



# About United Way Mumbai



United Way Mumbai is a part of the 128 year old United Way movement spanning 41 countries across the world.

Our mission is to improve lives by mobilizing the caring power of communities to advance the common good.



Network of **400+ NGOs**



Partnerships with **300+ companies**



**100,000+** individual donors



**13 years**



**INR 170 crore** invested in community development projects

**Flagship programmes in areas of civic awareness, health, safety & greening**

**Large scale interventions in education, nutrition and sanitation in urban & rural communities**

# Some Of Our Ongoing Programmes

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## PAHAL

To reduce the risk of infectious diseases among different sections of underprivileged populations through focussed medical interventions and extensive community education.



## TOGETHER ON DIABETES

For education, prevention and control of diabetes among public school teachers, public health workers and adult workers from unorganized industries.



## GREENESHA

For promotion of eco-friendly celebration of Ganesh festival and to reduce the pollution of water bodies in Mumbai.



## YOUTH FOR HEALTHY MUMBAI

For education, prevention and control of monsoon ailments by mobilizing youth peer health educators.

# Mission Mangroves

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On **World Environment Day 2015**,  
United Way of Mumbai made a  
promise to the city.

We pledged to plant  
**1,00,001 mangroves**  
in the city's wetlands.

We invite you to be a part  
of this journey towards  
**building a safer and greener city.**



**A United Way of Mumbai initiative**

# What are mangroves?

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Mangroves are trees or shrubs that grow in tidal, coastal swamps, having numerous tangled roots that grow above ground and form dense thickets.

They are found extensively in the estuarine regions where mud-flats are wide and gently sloping. Besides estuaries, they also inhabit the intertidal regions of shallow bays and creeks where the environment is conducive for the growth of mangroves.



# The environmental benefits of mangroves

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Mangroves are crucial to a city like Mumbai which is built on reclaimed land and is prone to erosion. They **trap silt and protect the integrity of our shoreline.**

They not only help in preventing soil erosion but also act as a catalyst in **reclaiming land from seas.** This is a very unique phenomenon, since there is a general tendency of water to engulf land.

Mangroves therefore act as a **buffer between the land and the sea and safeguard against ecological disasters such as cyclones and floods.**

They are a breeding ground for a variety of marine animals. They harbor **invertebrates, fish, amphibians, reptiles, birds and even mammals like tigers.** As a result of the rich aquatic life, they become a **source of livelihood** for the local fishermen's community.

They **filter waste water** by absorbing impurities and harmful heavy metals and help us breathe **clean air** by absorbing pollutants in the air. Mangroves **absorb carbon at twice the rate of other trees.**

# Mumbai's mangroves in danger

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Unfortunately, mangroves are consistently undervalued. They are often not a factor in decision-making about coastal development. They continue to be destroyed at a rate that is three to five times greater than global deforestation rates.

With rapid urbanization and encroachment, our city is losing mangroves at a worrying pace. In the early nineties, perhaps over 37 sq. km. of mangroves existed in Mumbai, largely in the Thane creek, Mahim, Versova, Gorai and Ghodbunder, with sporadic patches in places such as Bandra, Malabar Hill and Colaba.

Mumbai has probably lost 40 percent of all its mangroves in the past decade or so, largely because of reclamation for housing, slums, sewage treatment and garbage dumps.

The consequences of this loss will be significant and far reaching – on the environment, on livelihood and our health and safety.

# Mission Mangroves

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- Tri party understanding between Forest Department of the State of Maharashtra, local NGOs and United Way Mumbai. By working as part of a Public Private Partnership, we are able to consult state and private experts and procure necessary permissions.

- Mangrove saplings procured and planted at a distance of 1.5 metres from one another in the wetlands near Thane creek in land allocated by the Forest Department.
- Corporate employees, students and citizen volunteers involved in plantation drives to create awareness about mangrove preservation.
- Saplings nurtured and maintained for a period of one year to ensure survival. Canals dug to ensure regular supply of saline water as required for mangroves. Replantation done in case of mangroves that do not survive.
- Cost of plantation along with one years maintenance is INR 10 lakhs for 10,000 mangroves.



# Employee Volunteering & Corporate Branding



Sample of type of board

Mangrove plantations are an excellent opportunity for employee volunteering. During a plantation drive, employees learn about the mangrove eco-system, go on a nature trail in the wetlands and participate in the plantation with much enthusiasm.

Branding opportunities may be available to companies that support plantation of 5000+ mangroves. This may be done through informative boards placed at the plantation site mentioning 'Supported by (name of company)'.

**Any contribution you make will go a long way in building a cleaner, greener and more sustainable city.**

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