Community- Based Initiatives for addressing Social Vulnerabilities of Mumbai City

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United Way Mumbai

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United Way Mumbai Helpline Your City In Your Hands !

ABOUT UNITED WAY OF MUMBAI

- UWM endeavours to leverage corporate, employee and leadership talent for community development.
- Mobilizes resources from the corporate sector after meticulous assessment of non-profits.
- One among the largest NGOs in the world
- 5 focus areas:
 - 1. Children & Education
 - 2. Civic Issues
 - 3. Livelihood
 - 4. Health
 - 5. Disaster Relief and Rehabilitation
- Follows the highest international standards of due diligence in evaluating NGOs.
- Bridges the gap between the corporate sector and the civil society and collectively helps in building sustainable communities.

United Way Mumbai Helpline

- Special initiative of United Way of Mumbai for better Mumbai
- Concern about state of civic issues in Mumbai
- Desire for systematic disaster preparedness plan for Mumbai
- Need for <u>developing a common forum</u> for multiple stakeholders directly or indirectly involved in disaster preparedness

United

United Way Mumbai

Mission Statement

To bring about significant, visible, measurable and sustainable changes in the levels of Disaster Preparedness and Civic Issues in the city of Mumbai, making it a cleaner, safer and a better place to live in by instituting a strong and sustainable Citizens Movement across the city.



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Mumbai: City that never Halts ???

- It does Halt !
- Think of:
 - Floods of 2005,
 - Serial Bomb Blasts that paralyzed Mumbai Local Trains in 2006
 - Terrorist Attacks in 2008



Major Lessons Learnt



Multiple Agencies involved in response and management during the times of disasters in the city These disasters brought out the efforts from various voluntary organizations an citizens to reach out and help the affected

Pertinent Questions

Isn't it imperative for these agencies to come together in peacetime as well to prepare for collective disaster response and management?

If people can do this in times of disasters, then can they be organized and be equipped with basic disasters response skills during peacetime?

Issues of Social Vulnerability



Strategies at United Way Mumbai Helpline to address issues of Social Vulnerability to Disasters

Strengthening of Multistakeholder Partnership at Ward Level for better disaster preparedness and improvement in the state of civic issues

Capacity Building & Disaster Response Trainings for key stakeholders of city of Mumbai



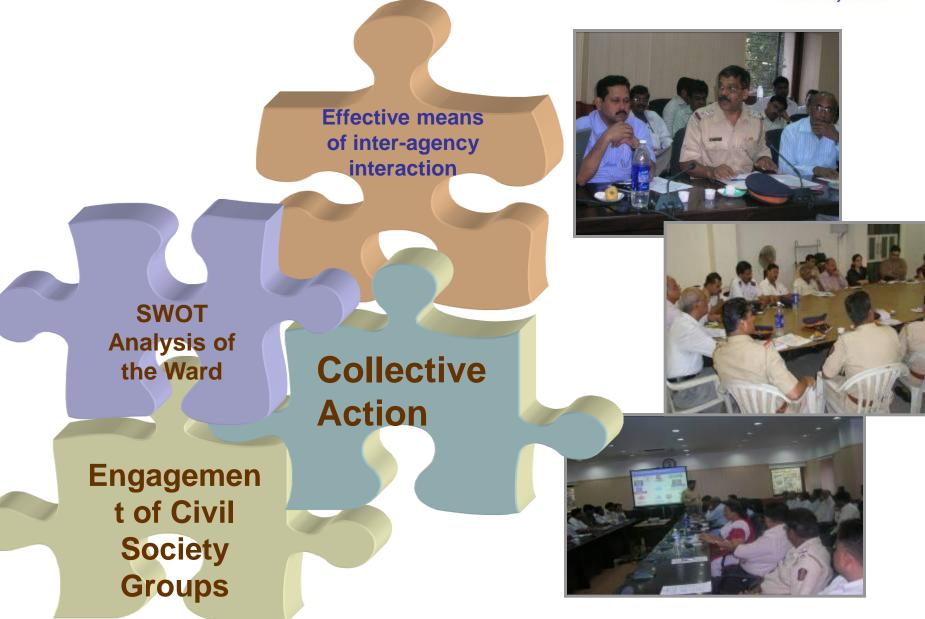
Multistakeholder Partnership: Answer to Social Vulnerability

Involves key representatives such as Platform for this process is provided through Multistakeholder Meetings United arranged thrice a year in Wav **Corporates** महारा each ward with agendas **United Way Mumbai** such as Monsoon Preparedness and **Disaster Preparedness** respectively in each ward. Local **Municipal** Ward Office: **MCGM Civil Defense Hospitals** College Meetings hosted by local municipal ward office: **Volunteers Fire Brigade** UWMH as Catalyst NGOs & CBOs, **Citizens Groups**

Benefits of such partnership !



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Implementation at Ward Level

Process functional at ward level in four adopted wards by UWMH i.e. K-East, K-West, G-North and A Wards of the city.

Case Study: Facilitation of Interaction between Fire Brigade and BEST Officials in G-North Ward

- Fire Officials' difficulty in tracing the place of incident due to improper address or location mentioned by the complainee.
- BEST officials responded to this concern saying that, the Street Light Pole maps of BEST could be of great help for Fire Brigade in order to reach upto the place of incidence.

As a result interaction was arranged in which BEST officials shared the street light pole maps of G-North Ward with the Fire Brigade officials.



Glimpse of the Interaction

Disaster Response and Management Trainings for key stakeholders



of the city of Mumbai



 To spread awareness on vital aspects of natural or man made disasters

• To train Mumbaikars as First Responders

Channelising youth power for safer Mumbai: Trainings of College Students

> Project to train over 5000 college youths across Mumbai



Hospital Emergency & Disaster Preparedness **Trainings for City Hospital United Way Mumbai**

- Aims at training hospitals in Emergency Medical **Services**
- Holy Spirit Hospital in Andheri-East
- Fortis Hospital in Mulund have • undergone these trainings.
- Plans are afoot to replicate the same in all other city Hospitals

City hosps get lessons in disaster management









United Way Mumbai Helpline Initiatives

- **Corporate Ward Adoption Program**
- Disaster Management Trainings
- Adopt A Train Station
- Adopt a Street, Locality

- **Clean Up Mumbai Campaign**
- Disaster Relief and Preparedness
- Anti Noise and Anti Spit Campaign
- Slum Cleanliness

Towards making city of Mumbai a better place to live in !