

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 **developing a common forum** for multiple stakeholders directly or indirectly involved in disaster preparedness

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.

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 and 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 arranged thrice a year in each ward with agendas such as Monsoon Preparedness and Disaster Preparedness respectively in each ward.

Meetings hosted by local municipal ward office: UWMH as Catalyst

Benefits of such partnership !



Effective means
of inter-agency
interaction



SWOT
Analysis of
the Ward

Collective
Action



Engagemen
t of Civil
Society
Groups



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

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



Disaster Response & Management Trainings for Key Stakeholders of the City



Community Health Volunteers



Shoe Shiners and Porters



Citizens



Police Personnel



B.E.S.T Employees



Hospital Emergency & Disaster Preparedness Trainings for City Hospital

- 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





United Way Mumbai Helpline Initiatives

- Corporate Ward Adoption Program
- Clean Up Mumbai Campaign
- Disaster Management Trainings
- Disaster Relief and Preparedness
- Adopt A Train Station
- Anti Noise and Anti Spit Campaign
- Adopt a Street, Locality
- Slum Cleanliness

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