



JICA announces to expand the focus of Achhi Aadat Campaign in Mumbai in partnership with MMRC, MMRDA and Yokohama city in Japan

New Delhi, October 2nd, 2021: On the occasion of Gandhi Jayanti on October 2nd, Japan International Cooperation Agency, in partnership with Yokohama city in Japan, announces to commence supplying Mumbai Metro Rail Corporation (MMRC) and Mumbai Metropolitan Region Development Authority (MMRDA) with hygiene-related goods including 3,000 bar soaps, 9,600 masks, 290 tote bags and Information education and communication materials. These goods will be provided under the cooperation of MMRC and MMRDA to front-line workers at construction sites in JICA-supported flagship infrastructure projects; Mumbai Metro Line 3 Project and Mumbai Trans Harbor Link Road Project.

Focusing on the historical friendship between Yokohama city in Japan and Mumbai in Maharashtra, JICA decided to launch a collaborative effort with Yokohama city for Mumbai.

In 1965, owing to the efforts of the Indian community in Yokohama, the two cities concluded the first sister city agreement between India and Japan. In June 1967, Dr. J. Leon D'Souza, the Mayor of Mumbai, and his wife visited Yokohama for the signing ceremony of the sister-city agreement. The objective of signing the sister-city agreement was to advance exchange between the two cities in areas such as cultural, technological, business, educational, and administrative, etc. The two cities have shared various cross-cultural events and business relationships since then. In 2015, Yokohama's Mumbai Representative Office was established to further strengthen the ties between India and Yokohama. The main aim is towards attracting Indian businesses & companies to Yokohama and function as a communication channel & a support center for them. This would lead to the promotion of trade, business, and economic exchange between Yokohama and India.

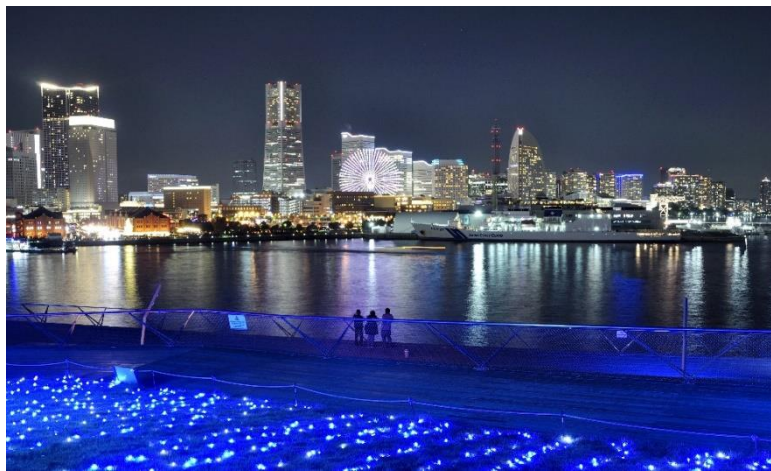
In January 2021, JICA launched a campaign titled, "Achhi Aadat (Good Habit)" to raise awareness about the importance of good hygiene practices to prevent the spread of infectious diseases including COVID-19. This program has been implemented in collaboration with IJ Kakehashi Services Pvt. Ltd and various NGOs, government authorities and private companies to directly edify more than 30,000 people. The campaign's purpose is to encourage handwashing, nail cleaning, and other sanitary practices such as wearing masks in the correct way. JICA and Yokohama have determined to extend their support for Mumbai as part of this campaign. The reliable Indian counterparts, MMRC and MMRDA, swiftly expressed their commitment in this symbolic activity.

Speaking on the occasion, Mr. Saito Mitsunori, Chief Representative, JICA India, said, "Commemorating the birth anniversary of India's greatest leader, JICA endeavors to contribute to Mahatma Gandhi's ideal of a country free of sanitary problems. *JICA has been relentlessly working with India to support in its fight against the pandemic and preparing the citizens to tackle the 3rd wave of Covid-19 in an efficient manner. The 'Achhi Aadat' Campaign has been successfully dispersing awareness about health and sanitation typically among the youth and children of the country. JICA believes that hygienic practices will not just reduce the rise of Covid-19 but also safeguard individuals from other viral infections. Globally, a large number of children die as a result of diarrheal infections, and it has been proven that washing hands with*



soap can substantially minimize this risk. This recent partnership with Yokohama city will help people act and practice the same thereby help in developing healthy habits in long term.”

Mr. SHINAGAWA Masafumi, Chief of Mumbai Representative Office, The City of Yokohama, added, “It has been an honor to participate in the “Achi Aadat (Good Habit)” Campaign. Although it has been difficult for our two cities to engage in adequate exchange due to the pandemic, I hope that we can stand together to overcome this situation. Last year, Yokohama and Mumbai celebrated their 55th anniversary as sister cities. I hope that we can continue to strengthen this bond in the years to come.”



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Mr. Ranjit Singh Deol, Managing Director, MMRC added “Acchi Aadat initiative by JICA will be sublime step in creating awareness on necessity of good hygiene practices. It is very important, especially during Covid-19 pandemic, to follow good hygiene practices to keep diseases at bay. We are thankful to JICA for giving us opportunity to take part in Acchi Aadat Initiative.”

Mr. S. A. Wandhekar, Engineer-in-Chief, MMRDA added “The ‘Achi Aadat (Good Habit) Campaign shall have a great impact on the front-line workers. We expect that they will now become more conscious and aware about health, hygiene and tidiness. This will help us to fight the pandemic and I hope unitedly we can overcome this situation and create a healthy and covid free environment.”

The bar soaps provided in this activity are made in commemoration of this cooperation representing solidarity shared by two cities. The cover of the soap stipulates “For the people of Mumbai from Japan, Yokohama” with a QR code link of a video where Yokohama city is introduced to people in India. The tote bag was made in Yokohama city in 2020 to celebrate its 55th year anniversary of sister-city relations between both cities. Masks are donated by Ryohin Keikaku Reliance India Pvt Ltd who administers “MUJI” stores in Mumbai, Delhi and NOIDA. MUJI offers a wide variety of good quality items from stationery to household items and apparel.



MMRC is the executing agency of the project “Mumbai Metro Line 3 Project” where JICA has committed their financial support with an amount of up to 140.580 billion rupees. With a total of 33.7 kms, entailing 26 stations, Line 3 (Colaba-Bandra-SEEPZ) is planned to connect southern Mumbai with the major activity areas like Bandra Kurla Complex (BKC), Airport (Domestic and International), Maharashtra Industrial Development Corporation (MIDC) area, SEEPZ (Industrial Hub) and area along Jogeshwari - Vikhroli Link Road (JVLR), which has got tremendous potential for new developments. By Mumbai Metro Line 3, the expected travel time from Domestic Airport st. to BKC st. will be less than 7 minutes and from BKC st. to Cuffe Parade st. will be less than 40 minutes.

MMRDA is the executing agency of the project “Mumbai Trans Harbor Link Road Project” where JICA has committed their financial support with an amount of up to 141.097 billion rupees. Mumbai Trans Harbor Link Road will connect Mumbai Peninsula and Navi Mumbai over Mumbai Bay with 22 km of bridges and roads with 6 lanes. Mumbai Metropolitan Region, which includes Mumbai and Navi Mumbai, has about 18.4 million people (as per Census 2011) and the population density reaches 20,694 people per square km in the center of Mumbai, making it one of the most densely populated cities in the world. Mumbai, the narrow stretch of land that has traditionally been the epicenter of India's commerce, has seen a steady increase in population in the last three decades. The development of Navi Mumbai is therefore an urgent requirement for broad-based development in the Mumbai Metropolitan Region.



Label of Bar Soaps



Image of the goods and IEC materials provided



The image of the soaps



Distribution of Tote Bags, Masks and Soaps at MMRC



Distribution of Tote Bags, Masks and Soaps at MMRC



Goods distribution at the hands of MD MMRC, Shri Ranjit Singh Deol at Mumbai Central Station



Goods distribution at Dadar Metro Station



Distribution of kits in Package 1 at Mumbai Trans Harbor Link Road Project



Ceremony in Package 2 for Distribution of Kits at Mumbai Trans Harbor Link Road Project



Distribution of Kits in Package 3 at Mumbai Trans Harbor Link Road Project

About JICA

Established, by a specific law, as an incorporated administrative institution under the Government of Japan, the Japan International Cooperation Agency (JICA) aims to contribute to the promotion of international cooperation, as a sole Japanese governmental agency in charge of ODA implementation. JICA is the world's largest bilateral donor agency and works as a bridge between Japan and emerging countries, providing assistance in forms of loans, grants and technical cooperation so that the emerging countries can strengthen their capabilities.

JICA Achhi Aadat Campaign webpage: ["Achhi Aadat \(Good Habit\)" Campaign | India | Countries & Regions | JICA](#)

JICA India Office Web: <https://www.jica.go.jp/india/english/index.html>

JICA India Brochure: https://www.jica.go.jp/india/english/office/others/c8h0vm00004cesxi-att/brochure_15.pdf

JICA Facebook Page: <https://www.facebook.com/jicaindiapr/>

JICA India YouTube: <https://www.youtube.com/watch?v=YikiZ2GOzWg>

Yokohama PR Video: <https://jpn01.safelinks.protection.outlook.com>

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