

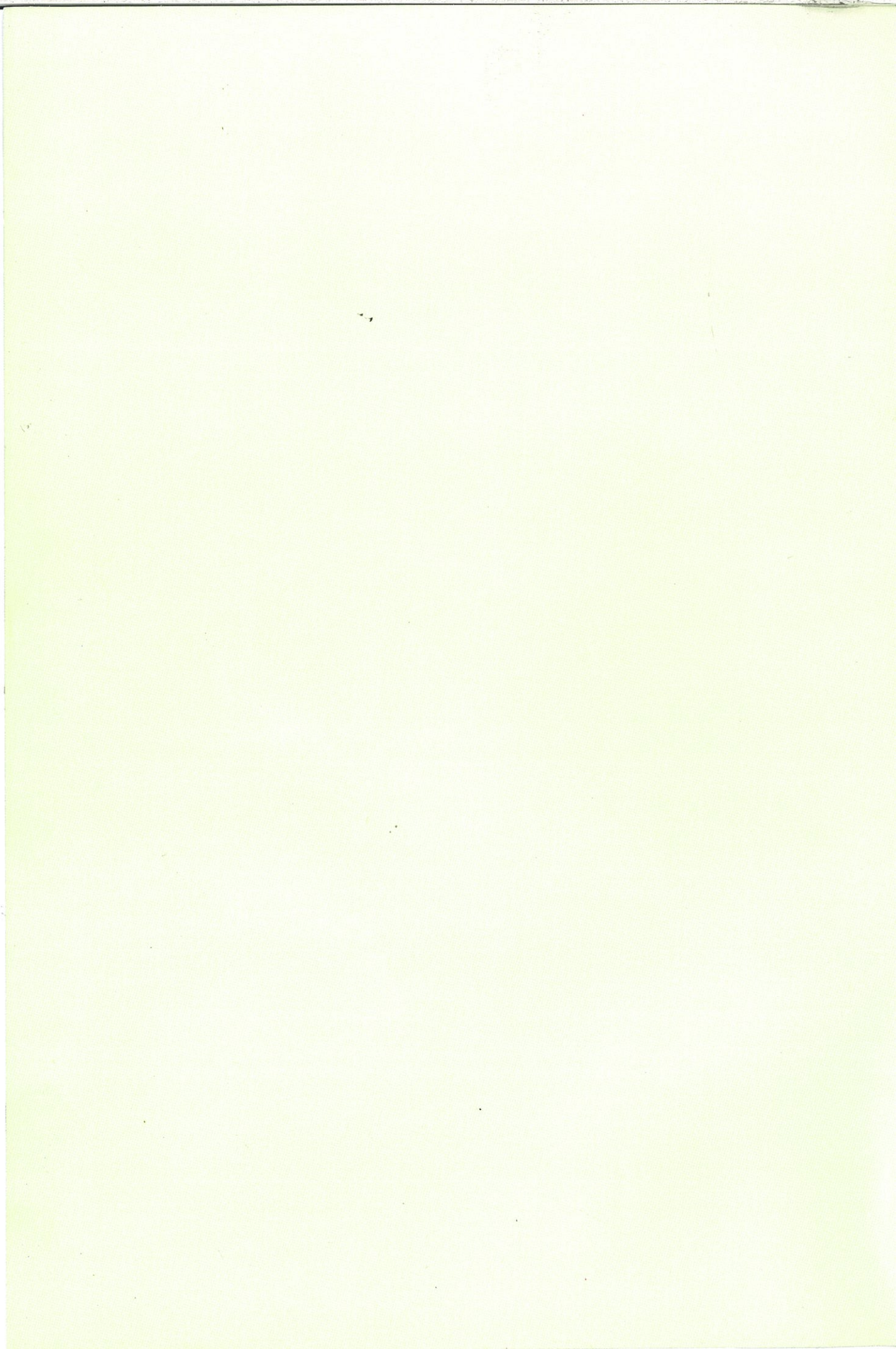
MUMBAI

# MEG $\cap$ MORPHOSIS

A vision for the city of dreams

10 - 11 November 2009 | The Trident, Mumbai





## Sponsorship Benefits

### Platinum Sponsorship

- Your brand will feature prominently as a Platinum Sponsor on the stage-backdrop to ensure high visibility and brand recall
- One standee carrying your brand's logo will be displayed prominently at the conference hall
- Announcements during the conference will acknowledge your company's support as a Platinum Sponsor
- Your brand's presentation (Max: 60 secs) will be played twice during the course of the conference
- Your brand's identity will feature on fliers and direct mailers inviting participation in the conference
- Your brand's identity will feature as a Platinum sponsor on the microsite of the conference
- Your brand's identity will feature prominently as a Platinum Sponsor in the Brochure
- Your company profile and literature (provided by you) will be part of the Delegate Kit
- Your company will receive 10 complimentary delegate passes
- You will have reserved VIP seating in the hall

The Investment for Platinum Sponsorship is Rs. 25 lakhs

### Gold Sponsorship

- Your brand will feature prominently as a Gold Sponsor on the stage-backdrop to ensure high visibility and recall
- Your brand's logo will be displayed prominently at the conference hall
- Announcements during the conference will acknowledge your company's support as a Gold Sponsor
- Your brand's identity will feature on fliers and direct mailers inviting participation in the conference
- Your brand's identity will feature as a Gold sponsor on the microsite of the conference
- Your brand's identity will feature prominently as a Gold Sponsor in the Brochure
- Your company profile and literature (provided by you) will be part of the Delegate Kit
- Your company will receive 5 complimentary delegate passes

The investment for Gold Sponsorship is Rs 15 lakhs

## Silver Sponsorship

- Your brand will be displayed at the venue as a Silver Sponsor, to ensure high visibility and recall
- Announcements during the conference will acknowledge your company's support as a Silver Sponsor
- Your brand's identity will feature on fliers and direct mailers inviting participation in the conference
- Your brand's identity will feature as a Silver sponsor on the microsite of the conference
- Your brand's identity will feature prominently as a Silver Sponsor in the Brochure
- Your company will receive 3 complimentary delegate passes

The investment for Silver Sponsorship is Rs 7.5 Lakhs

## Track Sponsorship

- Your brand will be displayed at the track venue to ensure high visibility and recall
- Announcements during the track session will acknowledge your brand's support for the conference
- Your brand's identity will feature prominently as a Track Sponsor in the Brochure

The investment for Track Sponsorship is Rs 7.5 lakhs

## Dinner Sponsorship

- Your brand's logo will be displayed at the dinner venue
- Acknowledgement of your brand during the dinner
- Your brand's identity will feature as a Dinner sponsor on the micro site of the conference
- Your brand's identity will feature prominently in the brochure
- Your company will receive 3 complimentary delegate passes

The investment for Networking Dinner Sponsorship is Rs 15 lakhs

## Conference Lunch Sponsorship

- Your brand's logo will be displayed at the lunch venue
- Acknowledgement during the conference
- Your brand's identity will feature as a Lunch sponsor on the micro site of the conference
- Your company's logo will feature prominently in the conference brochure
- Your company will receive 3 complimentary delegate passes

The investment for the Conference Lunch Sponsorship is Rs 10 lakhs per day.

## Donations

We welcome all donations. Donations above Rs. 1 Lakh will be acknowledged in the conference brochure.

## Contact

Mr. Ashwini Kakkar - Chairman, Sponsorship Committee on : +91 98200 28009 and 22873281

## Payment Details

Please make your cheque out in favor of BOMBAY FIRST and send it to the following address.

**Bombay First**

Y B Chavan Centre

Gen. J. Bhosale Marg, near Mantralaya

Nariman Point, Mumbai 400 021

or

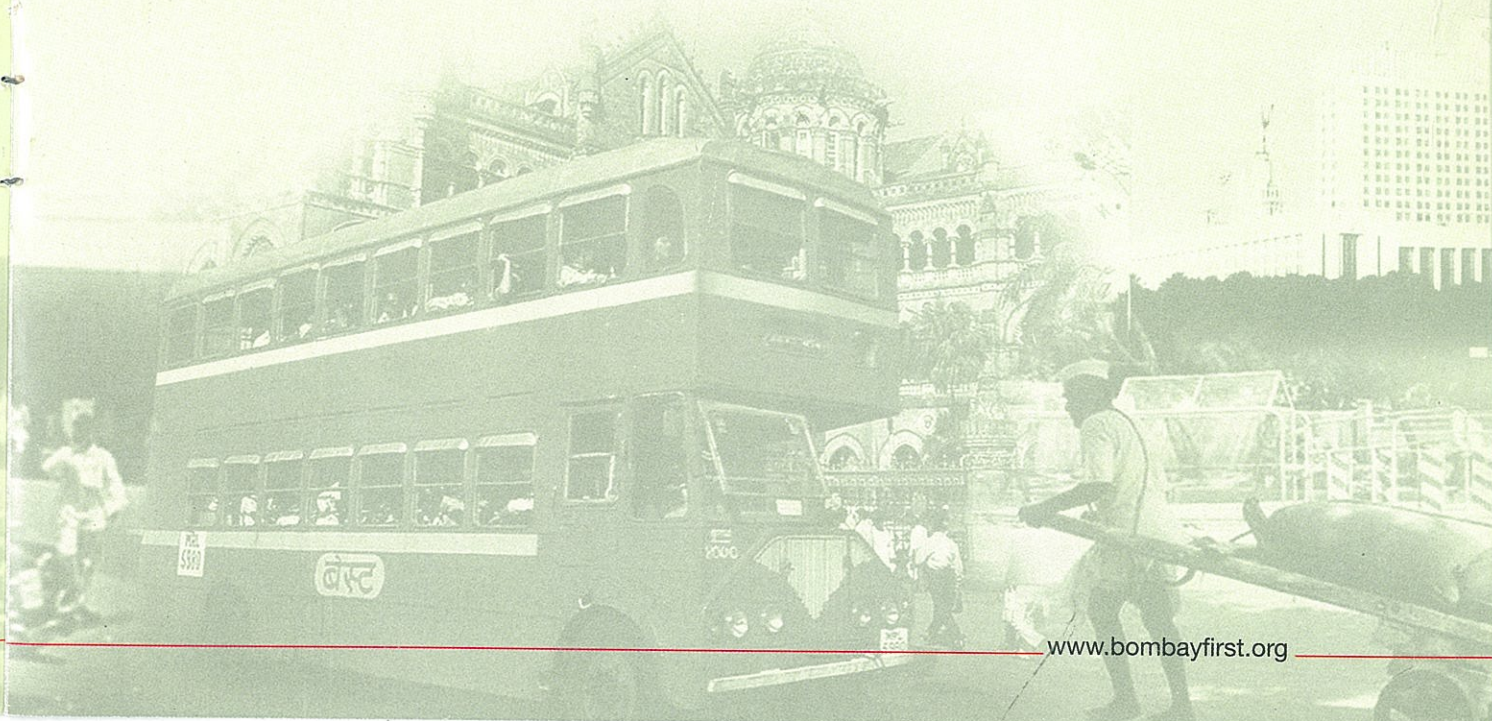
Wire Transfer as per the following details:

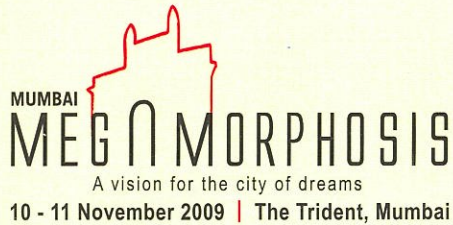
Account Name : Bombay First

Account Number : 10972433875

Bank : State Bank of India

Branch Address : Backbay Reclamation Branch, Raheja Chambers, Free Press Journal Marg, Nariman Point, Mumbai 400 021





## Proposed Programme

### DAY 1, November 10, 2009

9:00 am to 10:00 am : **Registration**

10:00 am to 12 noon : **Inaugural Session**

- **Welcome address**

- Mr. Narinder Nayar - Chairman, Bombay First

- **Keynote address - 1**

- Mr. Lee Kuan Yew, Minister Mentor Singapore (invited)

- **Keynote address - 2**

- Mayor of a major city

- **Special Presentation - Shaping India's Urbanization**

- Dr. Shirish Sankhe - Director, McKinsey & Co.

- **Special Address**

- Mr. Roberto Zagha, Country Director - World Bank

- **Special Address - Hon'ble Chief Minister of Maharashtra**

- **Guest of Honour - Hon'ble Prime Minister of India (invited)**

- **Vote of Thanks**

12 noon to 12:15 pm : **Coffee Break**

12:15 pm to 1:30 pm : **Lessons from 9/11, 7/7 and 26/11 for Safer Cities**

**Chairperson:** Ms. Chandra Iyengar - Addl. Chief Secretary (Home)

**Prospective Speakers**

- Richard Barnes - Dy. Mayor of London

- Sir Paul Stephenson - QPM, Commissioner of Police, London

- Don Randall - MBE, Head of Security, Bank of England

- Sir David Veness (Former Under - Secretary for Safety & Security, United Nations)

- Joe Damarest (Asst. Director, Federal Bureau of Investigation, New York)

- Emily Landis Walker, Member of Private Sector Advisory

- Gerard McAtamney - Programme Director, Security and Policing, London First

1:30 pm to 2:30 pm : **Lunch**

- 2:30 pm to 4:00 pm : **Concept Plan for MMR**  
 Chairman: Mr. R. Gaikwad, Additional Chief Secretary,  
 Govt. of Maharashtra and Metropolitan Commissioner - MMRDA  
 - Presentation on the making of the 'Concept Plan' for MMR  
 - Address by Mr. G. S. Gill, Vice Chairman, CIDCO on  
 "Navi Mumbai - An Axis for sustainable growth to Mumbai"
- 4:00 pm to 4:30 pm : **Tea Break**
- 4:30 pm to 6:00 pm : **Sustainable Cities – Impact of Global Climate Change  
 on Mumbai**  
 Chairman: Dr. Jairaj Phatak, Mumbai Municipal Commissioner  
 Speakers:  
 - India & overseas
- 7:30 pm : **Cocktails and Dinner at Open Air Plaza Garden at NCPA,  
 Nariman Point.**

**DAY 2, November 11, 2009**

- 10:00 am to 11:30 am : **Parallel Sessions (Presentation by Knowledge Partners)**  
 • Governance • Physical Infrastructure • Social Infrastructure  
 • Housing • Economic Growth
- 11:30 am to 11:45 am : **Coffee Break**
- 11:45 am to 1:30 pm : **Parallel Sessions**  
 National and International expert speakers, for every track subject area,  
 will speak & comment on the "White-Papers". They would also present  
 alternate suggestions if any.
- 1:30 pm to 2:15 pm : **Lunch**
- 2:15 pm to 4:00 pm : **Parallel Sessions - "Brain-Storming" session and Summarization**  
 - This will be a "Brain-Storming" session involving participants in the  
 individual tracks. Small Groups will be formed in each of the tracks;  
 the groups will debate the sub-themes of the "White Paper",  
 particularly in the light of earlier discussions on these "White-  
 Papers". At the end, suggestions presented by the individual  
 speakers & panelists in the respective tracks as well as suggestions  
 of the participants from this session will be summarized & presented  
 by the Committee Chairman. These suggestions will also form the  
 part of the final version of these "White Papers".
- 4:00 pm to 4:15 pm : **Tea Break**
- 4:15 pm to 6:00 pm : **Valedictory Session**  
 - Future Action Plan  
 - Chief Guest  
 - Guest of Honour  
 - Vote of Thanks

**The World Bank**  
INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT  
INTERNATIONAL DEVELOPMENT ASSOCIATION

New Delhi Office  
70 Lodi Estate  
New Delhi - 110 003  
India

Telephone : 24617241/24619491  
Cable Address: INTBAFRAD  
Mailing Address : P.O Box 416  
Facsimile : 24619393

June 25, 2009

29 JUN 2009

Mr. Narinder Nayar  
Chairman  
Bombay First  
47 Jolly Chambers II  
Nariman Point  
Mumbai - 400 021

Dear Mr. Nayar:

Thank you for your letter of June 1 and thank you for your nice words and above all thank you for the meeting we had last month. I learnt a lot from your insights on India's urban challenges and I look forward to further interactions and we stand ready to support your initiative the best we can.

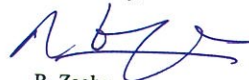
I agree with you, it would be desirable to revive discussion with the authorities and you on a project and a program that the Bank can support. Would it be possible for the government and the Citizen Action Group to work with our relevant staff to formulate a revised or new proposal?

The study on climate change relevant to Mumbai and the planned conference in Mumbai are both of interest to us and we look forward to discussing it further. We would appreciate suggestion of names we should discuss with.

Please do not hesitate to get in touch with myself or Songsu Choi.

With regards,

Yours sincerely,



R. Zagha  
Country Director, India

Headquarter  Washington DC  USA



**RATNAKAR GAIKWAD** I.A.S.  
Metropolitan Commissioner



मुंबई महानगर प्रदेश विकास प्राधिकरण  
**MUMBAI METROPOLITAN REGION  
DEVELOPMENT AUTHORITY**

No.MC/MMRDA/2009/278

Date : 29<sup>th</sup> July, 2009

Dear *Shri Nayar*

I am delighted to hear that you are organizing an International Conference – "Megamorphosis – Resurgence of Mumbai" to be held on 10 – 11 November 2009. The timing is very opportune considering the various initiatives that have been undertaken. The Mumbai Metropolitan Region Development Authority (MMRDA) is extremely happy to partner with Bombay First on its forth coming International Conference.

This international event will cover some important areas like: Education, Physical Infrastructure, Economic Growth, Social Infrastructure, Governance and Housing, all of which are crucial to the development of the region.

We at MMRDA have worked closely & extensively with you at Bombay First on various projects and we salute your unwavering commitment and dedication to making Mumbai a world class city.

It is a privilege for us to extend our full support to the "Megamorphosis" project which will bring global experts, local bodies and government agencies together to work in tandem to create a truly international public private partnership for the development of the city of MMR.

We wish you all the very best for a successful conference.

*With regards,*

Yours sincerely,

(Ratnakar Gaikwad)

To  
**Shri Narinder Nayar,**  
Chairman,  
Bombay First,  
Y.B.Chavan Centre,  
General J. Bhosale Marg,  
Mumbai – 400 021.

Bandra - Kurla Complex, Bandra (East), Mumbai - 400 051.

OFF : 2659 1234 EPBX : 2659 4000 • FAX : 2659 1112 / 2659 1264 • E-Mail : mmrda@giasbm01.vsnl.net.in • WEB SITE : <http://www.mmrda.org>



**MUMBAI TRANSFORMATION SUPPORT UNIT**  
Supported by the Government of Maharashtra

Cities Alliance  
Cities Without Slums

AIILSG/MTSU/231

18 AUG 2009

12.8.09

Dear *Shri Nayar,*

I am delighted to know that Bombay First is organizing an International Conference - "Megamorphosis - Resurgence of Mumbai" to be held on 10<sup>th</sup> & 11<sup>th</sup> November 2009. The Bombay First has always been at the forefront in promoting the city transformation agenda. In fact, the credit of initiating the whole exercise of transformation of Mumbai into a world class city goes to Bombay First. Organizing this international Conference would definitely be an additional step in that direction.

The Mumbai Transformation Support Unit, set up specifically with a common objective to support the cause of transformation of Mumbai, has always been functioning in partnership with Bombay First. We shall therefore, be more than happy to be your partner in organizing this conference as well and shall extend all possible support to make the event meaningful and successful.

Wishing you all the very best for the successful conference.

With regards,

Yours sincerely,

J.P.S.Madan

Mr.Narindar Nayar,  
Chairman,  
Bombay First,  
Y B Chavan Centre  
Mumbai

**All India Institute of Local Self Government**

11/13 Botawala Building, 3rd Floor, Horniman Circle, Opp. Central Library, Town Hall, Fort Mumbai - 400 023  
Tel.: 91-22-22662957 • 22661910 • 22642993 • Fax: 91-22-22626889 Email: mailmtsu@gmail.com • Web: www.visionmur

MUMBAI  
**MEG ∩ MORPHOSIS**  
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Knowledge partners:

Physical Infrastructure

**PRICEWATERHOUSECOOPERS** 

Social Infrastructure

**KPMG**

Economic Growth

**Deloitte.**

Governance

  
Be the Change You Want to See

Housing Committee

**London First**

Hospitality Partner

  
**TRIDENT**

Communications Partner

 **R&M:Edelman**

Travel Partner

**MERCURY TRAVELS**

Event Management Partner

 **sercon**

MUMBAI  
**MEGAMORPHOSIS**  
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Supported by:



The World Bank



**MMRDA**

Mumbai Metropolitan Region Development Authority



Municipal Corporation of Greater Mumbai



[MTSU]



**CIDCO**  
WE MAKE CITIES