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Ref. No. :MCHI/PRES/14-15/099

January 5, 2015

To,
Hon'ble Shri Devendra Fadnavis
Chief Minister
Government of Maharashtra
Mantralaya, Mumbai

(Handwritten signature)
लिपिक
मुख्यमंत्री सचिवालय
मंत्रालय, मुंबई-४००१३२

Sub: Suggestion for Exhibition Center/ Convention Center in Mumbai

Ref: TPB4314/268/CR-111/2014/UD-11 Date. 9th September, 2014 of Government of Maharashtra

Respected Sir,

Greetings from MCHI-CREDAI

We refer to the above gazette notification and wish to submit our suggestions and views as under:

Amongst the metropolitan cities of the world, Mumbai is the only global city that has no permanent exhibition centre of an Internationalized Standard with the required facilities desired.

This is a crying infrastructural need, whose benefits are manifold. Cities like Dusseldorf, Cologne, New York, London, Paris, Hong Kong, Shanghai, Guangzhou, and even Delhi with Pragati Maidan, Vigyan Bhavan have become renowned for their world-class Exhibition and Convention Centre's. They see year-round activity, with millions of exhibitors, contractors, buyers and visitors thronging these centres. But, Mumbai, despite being the commercial and financial centre of India, the entertainment capital, Marine Centre for the country and host to the oldest Stock Exchange in Asia, BSE, finds itself left out of this list of premier Exhibition & Convention Centre's.

Sir, some 7 years back, in a meeting with the Commissioner, MMRDA, Shri Suresh Joshi, it was put forward that for every \$1 spent by any city administration on its exhibition centre, \$5 was returned by way of direct employment, travel, tourism, purchase of goods, material and services by exhibitors. This is a remarkable return on investment, which also has a multiplier effect. Exhibitions promote trade, industry and commerce. They are a direct marketplace, bringing buyers and sellers together, promoting

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Maker Bhavan II, 4th Floor, 18, Sir Vithaldas Thackersey Marg, New Marine Lines, Mumbai - 400 020.
Tel.: 4212 1421, Fax : 4212 1411 / 407 • Email: secretariat@mchi.net
Website : www.mchi.net

not just direct sales of manufactured goods and services, but tie-ups, collaborations, partnerships, that boost the City's and State's Economy, and give a sustained momentum to a city's Development.

An Exhibition Centre needs to be viewed as Social Infrastructure that gives a positive thrust to a city's overall business, social, cultural environment and milieu. Such important project like International Convention Centre needs appropriate levels of social infrastructure like Hotels, public spaces, health and educational places, sporting- recreation grounds and retail & entertainment venues for such universally required facility. All types of amenities for Head and Heart is essential!

As economic power, and the capacity to buy goods and services moves towards Asia, India will soon become a magnet to draw international business, trade and finance to its shores. The lack of such an infrastructure in Mumbai is a serious handicap. The need for a world-class Exhibition and Convention Centre can be converted into a capital asset whose contribution to the economy will continue for decades to come.

OTHER CITIES RACING, MUMBAI LAGGING.

Across India, in the neighbourhood of Maharashtra, states and cities are vying with each other to set up Exhibition & Convention Centre's of their own. Hyderabad, Noida, Bengaluru, Delhi, have worked to set up their own centres. Mumbai, sadly, is not at all in the picture. Major exhibitions like Plastics, Shipping & Ports, Machinery, Automobile, which are largely Western-Region led, are compelled to go to Pragati Maidan and Bengaluru for their needs and wide coverage.

BENEFITS TO MUMBAI:

For Mumbai, an International Exhibition Centre would open up a world of opportunities for Indian and International Business, Industry, Trade and Commerce, offering a state-of-the-art platform for display, marketing, selling.

It would give a boost to the Hospitality Sector.

It would benefit the service providers, by offering a year-round opportunity to do business with prospective exhibitors. These would include exhibition contractors, power supply companies, insurance companies, designers, fabricators, restaurateurs, caterers, printers, publishers, advertising media, transport providers, skilled and unskilled labour, and tens and tens of college-going youngsters, working on stalls as guides and support staff. An exhibition centre is always a centre of

energetic activity, and it would boost the morale of the city, being an always-on centre offering diverse opportunities for stakeholders across the business and industry spectrum.

CURRENT SITUATION:

There's no permanent, global standard exhibition centre in Mumbai. We have open grounds/plots in MMRDA-BKC, where organizers come to build, temporary, strong and weather-proof structures for their exhibition or expo including housing. Once the exhibition is over, the whole arrangement, painstakingly built over 2-3 weeks, is dismantled, resulting in a lot of waste of money and resources.

1. The idea to promote convention centers and exhibition centers along with tourist related faculties like hotel etc. is commendable as well as needed as it will generate employment and promote Industrial development as well as International Tourists.
2. We suggest that that proposed activities be expanded to include the Govt. Policy of Housing for all, smart cities, and employment generation, which could extend to about 30% of the area.
3. Since all NDZ lands are large we suggest that instead of 2/3 of FSI being used for convention/exhibition centers and 1/3 for ancillary activities it should be quantified in terms of feasibility and requirement, which should be a minimum area of 300000m² for the convention/exhibition centers and building of 2000 Hotel Rooms and serviced apartments and allied activities of minimum area of 200000m² a total minimum area of 500,000m² would be equivalent to international standards as this would involve one location and multiple locations would cover the requirements for the next 50 years.
4. The remaining area should be allocated for affordable housing as this has not so far been possible due to shortage of city lands, and in actual fact this is the real requirement for Mumbai resident.
5. All smart city components should also be included in the development of entire development and termed as "Smart City".
6. Affordable housing should not be governed by sale price and/or Govt. control but by area of the apartments as proposed 20% studio units of 30 -35 m², 25% One BHK units of 45-55 m², 25% Two BHK

units of 65-75 m², 20% Three BHK units of 100-110 m² and 20% units of any size.

7. Schemes already developed in NDZ should also be allowed in this scheme. And area actually built be deducted from the proposed FSI.
8. Schemes already developed in NDZ and its allied users viz. Villas, Hotels, It Parks, Serviced Apartments, Slum Rehabilitation and all other schemes various components should become part o the comprehensive master plan which would be as per the new scheme except for FSI deduction of already built.
9. Additional or new slum rehabilitation schemes should be permissible as part of the new master plan.
10. Bonus FSI may be considered for time bound completion as is available under urban renewal scheme.
11. Car paring scheme may be permissible as per policy.

If the above is approved Mumbai long lost dream of affordable housing within the city limits will be fulfilled. At present affordable schemes locations are not suitable for the working class and are been purchased for retirement purpose or as second homes, which does not solve the working populations present need and also the cities need for people of work and stay in the city. "Walk to Work!"

Last but not the least price in the city will fall by about 40% and actual middle class will purchase the units as the sizes proposed and not suitable for high end buyers/investors and the middle class will not buy if the priced is not low.

MCHI-CREDAI hope the city benefits from the Govt. vision of Affordable Housing for all, Smart Cities and Employment.

Yours faithfully,
For MCHI-CREDAI



Vimal Shah
President