

Manav

From: secretary [secretary@mchi.net]
Sent: Friday, April 06, 2012 4:53 PM
To: secretary@mchi.net
Subject: Reg.: Strategic Planning Meetings.

Ref. No.: MCHI/SEC/11-12/230

April 6, 2012

Dear Friends,

Reg.: Strategic Planning Meetings.

Please note that our next meeting on the above, is scheduled on **Tuesday - April 10, 2012 at MCHI-CREDAI's Babubhai Majethia Conference Hall, Maker Bhavan II, New Marine Lines, Mumbai from 6:00 pm onwards.**

Based our last meeting held at Rang Sharda Auditorium on April 3, 2012, given below is the revised road map as discussed.

The Plan:

1. Memorandum to the CM will be signed by all Managing Committee Members and will be delivered to the CM on April 7, 2012.
2. A meeting with all members (to inform them of our Plans and the road ahead) will be held on April 18, 2012 at 6:00 pm (tentative venue is booked at Rang Sharda Hotel, 1st Floor, "The Only Place", Banquet Hall. Here an announcement of further action & all members' long term action plans will be announced.)
3. A press conference to disclose the CM Memorandum and inform them about our agitation will be held on April 24, 2012 (tentative venue booked Y. B. Chavan, Centre, 4th Floor, Sachivalaya).
4. Token agitation will be held on April 27, 2012 from 3:00 pm at Azad Maidan Opposite MCGM Office.

The Team Formation:

It was also decided in the meeting that various Teams which are formed will secure guidelines and achieve certain data collection analysis, planning media for changing the public prospective and channelize all members and prepare a strong foothold / base for our agitation to be held on April 27, 2012.

The Seven Strategic Teams have been formed are as under;

1. Data Collection:

The strategy to be followed:

Any paper prepared would have to have a comprehensive collection of data through RTI, directly with the agencies under the banner of MCHI. Please note that RTI applications have been prepared under the banner of MCHI. Copy of which has been handed out to each and every one of you and each Unit will have to follow it up in its own area with its own authorities.

Captain:	Mayur Shah
Vice Captain:	Nayan Shah & Deepak Goradia
Members from:	
Thane	Jitu Mehta
Kalyan Dombivli	Shrikant Shitole & Vikas Jain
Mira Virar City	Chandresh Mehta & Tejas Vyas
Raigad	Dinesh Joshi
Navi Mumbai	Hitesh Thakker
Coordinator from MCHI-CREDAI Secretariat:	Manav Kharat

2. Alignment /Mobilisation of all Members in entire MMR.

The strategy to be followed:

Garner support of opinion makers and other major developers (not actively involved in MCHI). For any action to succeed we need a larger base and more and more supporters who would have a buy-in and see strong reason to participate in the movement. Also other very strong developers do not participate in most of the day to day work in MCHI and as such we need to have their buy-in

towards this movement, and collectively mobilize a crowd of atleast 35000 to 40000 people for the agitation to be held on April 27, 2012.

Captain:	Deepak Goradia
Vice Captain:	L. P. Bhagtani
Members from:	
Thane	Mukesh Savla
Kalyan Dombivli	Bandish Ajmera
Mira Virar City	Dilip Porwal
Raigad	Vikas Bhambre
Navi Mumbai	Atul Agarwal
Coordinator from MCHI-CREDAI Secretariat:	Sudhir Sailwal

3. Media & PR:

The strategy to be followed:

Create a common message for the agitation, and to organize public connectivity through marketing / hoardings and alignment with Press. The press is a very important contingent to spread the message that developers are victims and would actually like to have better development in the MMR region however and constrained only because they are at the mercy of various approval authorities and inspite of back breaking schedules are not able to live up to the timelines.

Captain:	Dharmesh Jain
Vice Captains:	Pujit Aggarwal, Pratik Patel & Manju Yagnik
Members from:	
Thane	Sandip Karnawat
Kalyan Dombivli	Johar Jozwala
Mira Virar City	Shailesh Sanghvi
Raigad	Rajesh Prajapati
Navi Mumbai	Arvind Goel
Coordinator from MCHI-CREDAI Secretariat:	Shehnaaz Khambatta

4. Legal & Presentation:

The strategy to be followed:

Data assimilation and Presentation of our needs have been stressed time and again to the authorities however no action has really come about and we have been asking for things in piece meal and more often than not only react to things that are happening. It is time to create a single proper presentation to the authorities which can then be used in various other forums to achieve our objectives also if we have to challenge / fight certain issues in the court of law, we should go ahead and appoint legal opinion makers and go ahead with our decision. Also appoint creditable agencies like KPMG, CRISIL to create a proper white paper and presentation at the earliest.

Captain:	Nayan Shah
Vice Captains:	Ashok Mohanani, Mukesh Patel
Members from:	
Thane	Suraj Parmar
Kalyan Dombivli	Shrikant Shitole
Mira Virar City	Yogesh Bosmia & Suresh Kabra
Raigad	Jayesh Gandhi
Navi Mumbai	Hitesh Thakkar
Coordinator from MCHI-CREDAI Secretariat:	C. P. Goyal

5. Negotiation team (Synchronisation of all Political Leaders)

The strategy to be followed:

Align MP's / MLA's / NGO's / Bureaucrats, we need the voice of our leaders to be able to align ourselves and thereby need atleast 15 MP's and as many MLA's to align with this movement to be able to provide approvals in time thereby making it Affordable Homes / Homes for all a reality. NGO's that have been raising this issue time and again should also be roped in and we need to have their buy-in towards our larger goal. It would be very beneficial to have the Bureaucrats (past and present) give their point of views and find ways of simplification of this process.

To negotiate with the Government and press for a fixed time approval process and simplification of the same. In other words create long term policies for Real Estate

Development, have finality of all approvals, no retrospective action to be taken on newer rules coming into play etc.

Captain	Vimal Shah
Vice Captains	S B Nahar, Sandeep Runwal & Rajan Bandelkar
Members from:	
Thane	Ajay Ashar
Kalyan Dombivli	
Mira Virar City	Yogesh Bosmia, Ashit Shah & Suresh Kabra
Raigad	Rajesh Prajapati & Arvind Savlekar
Navi Mumbai	Arvind Goel
Coordinator from MCHI-CREDAI Secretariat:	Avadhoot Rane

6. **Morcha Committee:**

The strategy to be followed:

To successfully organize the rally of April 27, 2012 at Azad Maidan between 3:00 to 6:00 pm and look into all onsite arrangements such as permissions, licences, police support, crowd seating arrangements, media room, live coverage, stage / pandal arrangements, putting up banners and hoardings, sound, power, sanitation, parking, fire brigade, ambulances, medical facilities, transportation arrangements, refreshments and drinking water facilities etc. etc. This team also needs to charter out the minute to minute programme on that day and synchronize as to who will address what issues to the gathering.

Captain	Pravin Doshi
Vice Captains	Harish Patel
Members from:	
Thane	Chaitanya Parekh & Jitu Mehta
Kalyan Dombivli	
Mira Virar City	Diipesh Bhagtani
Raigad	Arvind Savlekar

Navi Mumbai	Prakash Baviskar
Coordinator from MCHI-CREDAI Secretariat:	A. K. Nair (Kutty)

7. **Strategy Team:**

The strategy to be followed:

Need to garner support from all Associations like BAI, SRA, PRA etc. also a letters to be sent to all Consumers, HFI's, Stake Holders and Material Suppliers on how this agitation will affect them and justify the pain suffered by our industry.

This team will be headed by :	President & All Past Presidents of MCHI-CREDAI
Assisted By:	Nayan Bheda, Ajay Ashar, Shailesh Sanghvi & Rajesh Prajapati
Coordinator from MCHI-CREDAI Secretariat:	Ashok Lulla

I earnestly request all team captains to suggest a plan of action with timelines & organise their meetings with individual team members and prepare the goals, action plan and strategy for their team and present in the next meeting to be held on 10th April, 2012. Any changes in the team or additional team members required can be informed.

I have also given each team one Executive from MCHI-CREDAI Secretariat to manage and coordinate with each team Captain, to assist/help him for all his coordination.

Thanking you,

Best Regards,

For **MCHI-CREDAI**

Sd/-

Boman Irani

Hon. Secretary