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# GICEA

NEWS

THE GUJARAT INSTITUTE OF CIVIL ENGINEERS & ARCHITECTS

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New International Airport to serve Dholera SIR

Nanocity

The background image shows a large, modern airport terminal building with a curved, orange and grey roof, situated next to a runway. Several commercial airplanes are parked on the tarmac. In the foreground, a detailed 3D architectural rendering of a futuristic city, Nanocity, is shown. The city features a dense grid of skyscrapers, modern infrastructure, and green spaces. A prominent feature is a large, circular, orange and grey structure, likely a stadium or a major public building, which is part of the airport complex. The overall image conveys a sense of a planned, high-tech urban development.

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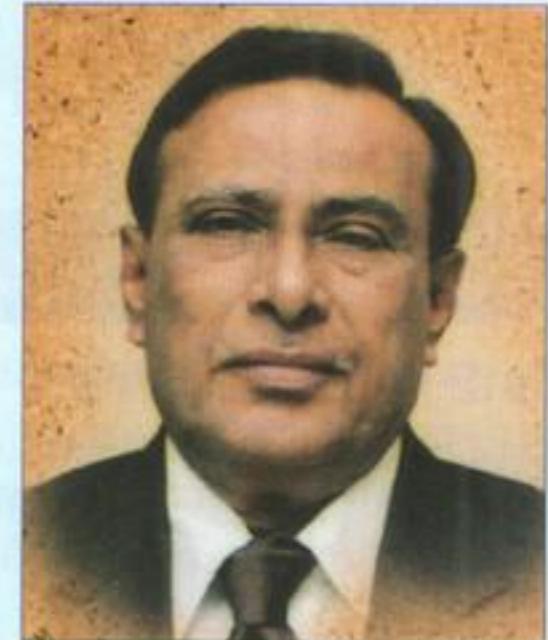


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# President's Message



**Dear Members,**

It's time to say goodbye as a President as my tenure of two years will be completing on 1<sup>st</sup> Week of April'13. I believe that during my tenure the relationship between our members – bound by our shared interests and our shared values – will be one of the defining one in the coming year. I would like to thank all my office bearers, past presidents, our staff & all of you for giving me full support, inspiration & motivation to complete two glorious years with remarkable works. I am also thankful to all of them for their valued contribution in the growth of the institute and for their co-operation in making my tenure meaningful to the institute. With the help of your intelligence and effective role we have become able to drive our institute to new heights and have set a distinguished example. Thank you very much for your support, efforts and co-operation.

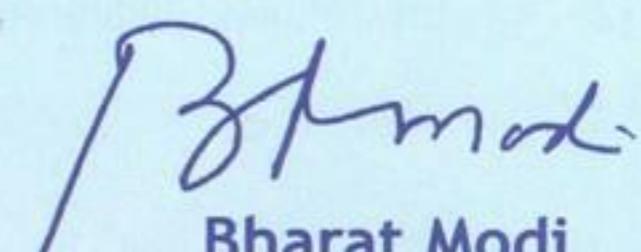
I also take this special opportunity to thanks Shri N.K.Patel, Shri Chirag Patel and Shri Navnit Thakershy for their throughout guidance and encouragement during my tenure.

I would like to elaborate some of my works like Nirman Exhibition – 2012 & Nirman Exhibition – 2013 which were exclusive for plotted development schemes. The concept was unique and was never tried earlier, but still both exhibitions were grand success. Apart from exhibitions, several other programmes were done at an average of more than one per week.

Recently, Asia's leading brokerage firm CLSA lauded the development in Gujarat considering it as being among the fastest growing states. But the most important finding has been that the Gujarat growth model is sustaining with the both Construction & Real estates. The report also applauded Gujarat for improved governance in the part decade including very visible growth in various sectors including literacy, PCI & drinking water facilities.

Gujarat is truly on the threshold of emerging an economic role model like Singapore did three decades age.

Recently, In Vibrant Gujarat Summit-2013, many Domestic & International Companies shown their Interest in to develop thriving & affordable Infrastructure housing in our state. AUDA has announced development plan for Ahmedabad & Surrounding partial an emphasis on sustainable development include good infrastructure & low cost housing. These all signals show the Growth of Gujarat, India.

  
**Bharat Modi**  
President - GICEA

## GICEA PROGRAMMES SINCE APRIL - 2012

Sr.	Date	Name of the Committee	Name of Program
1	18/4/2012	Entertainment	Gujarati Drama "Bonus Ma Bapuji Malya" at Tagore Hall, Paldi
2	28/4/2012	Environment Awareness & Public Cause	Seminar on <b>Construction Worker's Safety &amp; Welfare</b> . Jointly with GCA, BAI, GIHED & BMS at Mahatma Gandhi Labour Institute, Drive in Road.
3	2/5/2012	Professional Grievances Committee	Seminar & Interaction with Shri Vijay Nehra, Collector of Ahmedabad Dist. to interact about " <b>Land Revenue, N.A &amp; Stamp Duty</b> " etc.
4	5/5/2012	Entertainment	Summer Bonanza: Gujarati Gazalist " <b>Manhar Udhas</b> ", Collaboration with <b>Polio Foundations</b> at Rajpath Club.
5	14/5/2012	Continuing Education	Seminar on " <b>Goa Regional Planning 2021</b> " By Shri S. T. Puttaraju
6	25/5/2012	Continuing Education	Technical Lecture on " <b>Developments in Foundations &amp; Concrete Technology</b> ". By Dr. N. V. Nayak at Bhaikaka Hall.
7	26/5/2012	Social Security Scheme	Vyakhyan on " <b>Balance in Life</b> " - " <b>Jivan Ma Sthirta</b> " By Pujya Brahmvihari Swami and his Shisyas.
8	28/5/2012	Environment Awareness & Public Cause	Seminar on " <b>Housing and Retail Loan Products</b> "
9	2/6/2012	Entertainment	Summer Bonanza: <b>All Time Hits of Yashraj Films</b> at Rajpath Club
10	5/6/2012	Environment Awareness & Public Cause	World Environment Day: Seminar on " <b>Global Warming and Climate Change &amp; Greening of Gujarat</b> " By Dr. Sudip Kumar Nanda, IAS & Dr. Jagdish Prasad, IFS.
11	09/06/2012 & 10/06/2012	Social Security Scheme	Picnic at Kelanpur, Nr. Baroda: " <b>Happy Mind is an Engine of Health Body</b> "
12	13/6/2012	Continuing Education	Seminar on " <b>Urban Infrastructure Related to Ahmedabad - Sabarmati River Front Development &amp; GIFT City</b> " By Shri Ramakant Jha and Dr. Bimal Patel
13	19/6/2012	Entertainment	" <b>Talent Evening</b> " at Town Hall, Ellisbridge
14	7/7/2012	Technical Tour	Technical Tour - <b>Golden China: Guangzhou-Beijing-Xian-Shanghai</b> .
15	12/7/2012	Heritage Committee	Seminar on " <b>Capacity building for heritage preservation of walled city of Ahmedabad</b> "
16	14/7/2012	Continuing Education	Seminar on " <b>Revolutionary Engineered Products for New-Age Construction</b> " By Mr. R K Vijayvargiya
17	17/7/2012	Social Security Scheme	Seminar on " <b>Obesity Vishe Vishesh Jankari</b> " By Dr. Mahendra Narwaria
18	20/7/2012	Continuing Education	Seminar on " <b>Development Plan of Delhi</b> " By Shri D S Meshram
19	28/7/2012	Social Security Scheme	Seminar on " <b>Sleep Disorder</b> " By Dr. Pratap Mehta
20	5/8/2012	Senior Citizen Forum	<b>Senior Citizen Meet</b>
21	14/8/2012	Environment Awareness & Public Cause	Programme of <b>Patriotic Songs</b> at Bhaikaka Hall
22	15/8/2012	Environment Awareness & Public Cause	<b>Flag Hoisting &amp; Blood Donation Camp</b> at Gajjar Hall

## GICEA PROGRAMMES SINCE APRIL - 2012

23	18/8/2012	Social Security Scheme	Lecture on "Get Well Soon" By Smt. Kaajal Oza Vaidya
24	28/8/2012	Study Circle	Seminar on "First Cable Stayed Bridge of Gujarat (Concept to Commissioning)" By Mr. S K Patel, Mr. Apurva Parikh & Mr. J H Patel
25	30/8/2012	Continuing Education	Seminar on "Light Weight, Sand Free, Self Curing Premix Mortar Formulations For Easy, Trouble Free & Value Added Contemporary Construction" with Perlcon Premix India
26	4/9/2012	Continuing Education	Seminar on "Indian City: Irreducible Plural Text and the Urban Design Agenda" By Prof. PVK Rameshwar
27	5/9/2012	Entertainment	Drama "Family Bamily Bum Bum" at Jayshanker Sundari Natyagruh, Raikhad.
28	15/9/2012 & 16/9/2012	Technical Tour	Technical Tour - Mundra Port, Mundra SEZ and Adani Power Plant.
29	22/9/2012		Releasing of Book "Survival At Stake"
30	27/9/2012	Continuing Education	Seminar on "Realization of Architecture in Built Environment: A Talk On Expressions & Explorations" By Prof. Jaisim Krishna Rao
31	10/10/2012	Social Security Scheme	Seminar on "Harmonizing your environment for Peace, Prosperity and Happiness" By Dr. Amaresh Mehta
32	13/10/2012	Technical Tour	Technical Tour - Essar & Reliance, Jamnagar
33	26/10/2012		Nirman Exhibition - 2012 : Exclusive for Plotted Development Schemes
34	31/10/2012	Entertainment	Navratri Ras Garba at Fun Point Club, B/h. Amiraj Party Plot, SG Highway, Ahmedabad
35	21/11/2012	Entertainment	Diwali Get Togather with Musical Programme at Swaminarayan Kutir, Opp. YMCA, SG Highway, Ahmedabad
36	24/11/2012	Social Security Scheme	Seminar on The Art and Neuroscience of Meditation By Dr. Sudhir Shah
37	27/11/2012	Entertainment	Drama "Gujjubhai Ni Golmaal" at Thakorhai Hall, Law Garden, Ahmedabad
38	3/12/2012	Continuing Education	Seminar & Interaction on "Approaches, Strategies & Ways to Housing the Urban Poor" By Ms. Somsook Boonyabancha at Bhaikaka Hall, Law Garden, Ahmedabad
39	19/12/2012	Social Security Scheme	Seminar on "Jeevan Sandhya" - Vision, Mission & Reality By Shri Jay Vasavada
40	30/12/2012	Social Security Scheme	Health Checkup with Chikitsa Pathology Laboratory
41	9/1/2013	Entertainment	Winter Candle Light Dinner with Musical Programme at Saptak Party Plot, Nr. AEC Cross Road, Naranpura, Ahmedabad.
42	12/1/2013	Technical Tour	Technical Tour - Gujarat Guardian Ltd., Ankleshwar & STP Ltd., Panoli

# A PACK OF CORPORATE HOUSE

## A pack of corporate houses that has entered realty recently is changing the rules of the game

Way back in 1984, the Tata Group entered the real estate business by setting up Tata Housing Development Company as a subsidiary of Tata Sons. It stood out because most industrial houses shunned property development those days. Even the industrialists who were building up conglomerates or diversifying into new areas rarely looked at realty, then considered a messy business. On the other hand, real estate barons such as Kushal Pal Singh of DLF, the Ansal brothers (Sushil and Gopal), Ramesh Chandra with his Unitech brand in Delhi, and the Raheja, the Hiranandani, Mofatraj Munot with his Kalpataru Group in Mumbai, to name a few, were cementing the foundations of their real estate empires in the 1980s and the 1990s.

Cut to 2012, and many traditional industrialists have embraced real estate as a big business opportunity. The Mahindras, have their realty play. The Godrej property dream is being realised by a team under Pirojsha Godrej, third generation scion. UB Group's Vijay Mallya has developed a couple of iconic towers and a mall in Bangalore on land that he inherited. The Wadias are developing their massive tracts of textile mill land they own in the heart of Mumbai. B.K. Birla's Century Textiles is on the same path. The Ashok Piramal Group has been in real estate for over 10 years and has scaled up by acquiring a couple of defunct textile mills. And there are dozens more. Meanwhile, the Tata Group set up a second company — Tata Realty and Infrastructure (TRIL) — in 2007 to focus on information technology parks, special economic zones (SEZ) as well as airports, roads and bridges. This is quite apart from Tata Housing Development Company, which has roughly 45 million sq. ft under development currently.

Some of the corporate houses have got into the game as they have acres of land assets which they acquired decades ago, mostly for other businesses. Others simply see it as another opportunity that can yield rich dividends. Either way, the newcomers are challenging the hegemony of the older and traditional realty houses as they carve out their own property plays.

### The Trigger

The economic liberalisation and the real estate boom of 1994-97 set off an avalanche of investments into the traditionally-closed real estate sector. It received further impetus when the Union government allowed foreign direct investment (FDI) in realty in 2002. A huge shortage of housing — now pegged at 28 million units — is a fundamental that throws up huge opportunities. Besides, the 1994 boom, where realtors saw galloping growth and huge returns on investment, got a lot of mouths watering.

"Those who initially came in were either those with large land assets they wanted to leverage or those with a pile of cash who wanted to invest it in real estate to maximise returns," Rajeev Bairathi, property consultant DTZ's co-head of investment advisory, told BW.

### PHOENIX MILLS

When it got into business: 1987

Type: Mill land at Parel, Mumbai

Principal promoter: Atul Ruia, MD

Status: 1.2 mn sq ft Phoenix Mall, luxury mall Palladium, Hotel Shangri-La nearing completion

### Century Textiles

When it got into business: 2010

Type: 40 acre of land assets in Worli, Mumbai. Principal promoter:

B.K. Birla

Status: A Rs.600 crore first phase commercial project in the pipeline.

Among the more prominent players who entered real estate was Mukesh Ambani's Reliance Industries (RIL), though in many ways it was not a purely commercial venture initially. In the early 2000s, Reliance Land was floated as a subsidiary to service the vast needs of the group for offices and residences for its growing army of executives. Interestingly, the Reliance Land strategy was to build assets by acquiring residential properties at bargain prices during the 2003-05 real estate trough. By leveraging the group's large demand, Reliance Land was able to buy over 2,000 apartments in Mumbai, Surat and Jamnagar at very favourable prices.

Later in the decade, after the split in the group, Mukesh went into SEZ development, with plans for SEZs in Maharashtra and Gurgaon. But RIL has faced problems over land acquisition since. RIL has been in realty in Mumbai's Bandra-Kurla Complex (BKC), too. It picked up an 18-acre BKC plot for Rs 1,104 crore in 2006 to develop a convention centre and a commercial hub that would include its own headquarters. However, the plot was locked in litigation for years with brother Anil Ambani's Reliance Infrastructure challenging the award to RIL.

#### Peninsula Land

When it got into

**business :** 1997 **Type:** Self-owned mill land

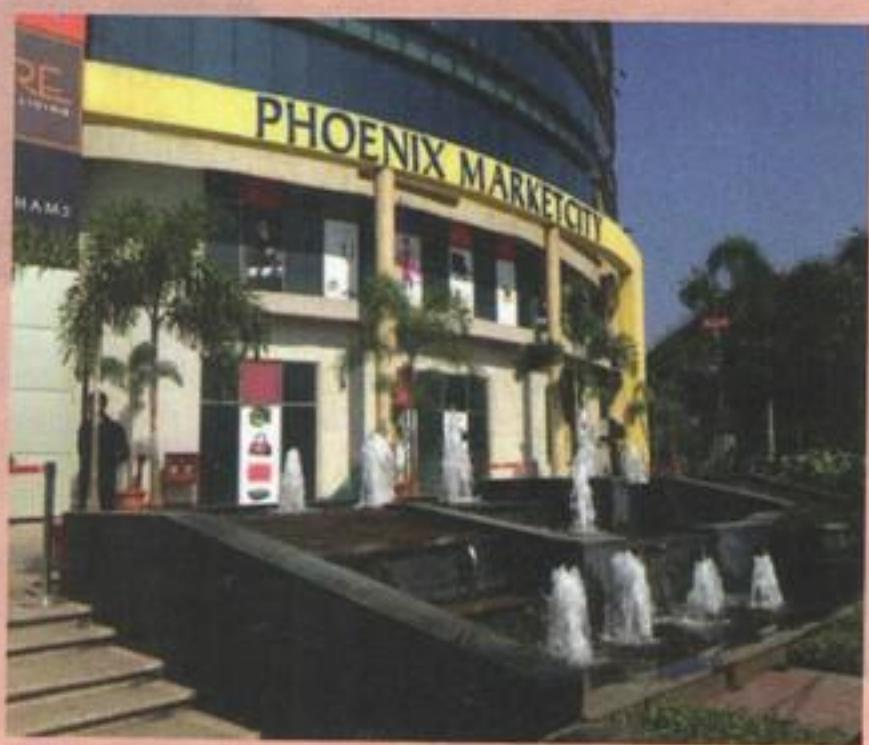
**Principal promoter:** Rajeev Piramal **Status:** Has delivered 20 million sq. ft of built-up real estate



Down south, Mallya has also got into realty, though in a limited way. His UB Group held a large parcel of land on Vittal Mallya Road where it developed UB City, an iconic real estate project. The project includes the 500,000 sq. ft UB Towers, which mostly serves as the company's headquarters, as well as well-laid out service apartments over 800,000 sq. ft, which were developed in alliance with Singapore-based Oakwood Group. This was, however, a one-off project by the UB Group.

A more concerted bid was made in the past decade by Essar. The Ruias-led group floated Equinox Realty as an independent business vertical. After about six years of work, the company has developed a high quality, 1.2 million sq. ft Equinox Business Park in Mumbai, and is in the process of setting up a 216-acre Vadinar residential township in Jamnagar. Equinox today has nearly 300 acre under development as township residences and commercial offices.

Some smaller groups merely traded in land. They sold surplus holdings to make windfall gains when land prices began going through the roof. For instance, DCM Shriram Consolidated sold its 38-acre Swatantra Bharat Mills estate in West Patel Nagar to DLF in August 2007 for Rs 1,700 crore. It was the country's largest private sector land transaction then. Similarly, the sick public sector giant National Textile Corporation (NTC) sold five of its 25 mills in the heart of Mumbai between March and July 2005 for a humongous Rs 2,020 crore. It included Jupiter Mills, Apollo, Mumbai Textile, Elphinstone and Kohinoor Mills No. 3 — totalling 50 acre. The sale proceeds have been used to pay off retrenched NTC workers and refloat some of the mills that had the potential to be revived.



Good performers such as Hindustan Unilever (HUL) and Siemens too have consolidated their operations to free up land and estates to improve their cash flow, but have not entered the real estate sector. In April 2012, HUL sold off its former training centre, Gulita, in Mumbai's Worli to the Ajay Piramal Group, promoted Piramal Realty for Rs 452 crore. More than a decade earlier, in 1997, Siemens sold off some 2 acre of its office estate in Mumbai's Sakinaka to consumer goods entrant P&G for Rs 13.5 crore — a big sum then. The latter went on to construct its country headquarters there. "They may not be in real estate, but they made more money selling land than in their core industry," remarks Pranay Vakil, chairman of property broking house Knight Frank India.

But there are those who came in purposefully as real estate developers over the past 10-15 years. Property consultants Cushman & Wakefield, in a survey released during the second big boom in 2006-08, reported that as many as 200 corporate entities had amended their memoranda of agreement (MoA) to include real estate operations such as residential and commercial development, SEZs and software parks, hotels, malls and amusement parks. Such companies ranged from textile manufacturer Standard Industries to tyre cord producer Nirlon and Shalimar Paints.

Says Mumbai builder Niranjan Hiranandani: "Three kinds of businesses came into real estate in recent years — those looking for a one-time windfall opportunity, those that had long-term ambitions, and those who were sitting on plenty of land."

### Textile Realtors

Textile companies have leveraged their land assets to maximum advantage. Some private mills have sold their land to other developers — Standard Mills hawked off its Mumbai Worli unit to Sheth Developers for Rs 135 crore in 2003. The more astute have preferred to do it themselves. Many of these, including Phoenix Mills, promoted by T.B. Ruia, Bombay Dyeing and the Ashok Piramal Group, are now textile companies only in name as their primary activity has shifted to property development. B.K. Birla Group-promoted Century Textiles, which holds 40 acre in Worli, was the last of the city's textile mills to shut its operations in 2007 and is currently developing a first-phase, Rs 600-crore commercial project for leasing to banks and service sector companies.

This mass movement to realty has come because of the exponential rise in land prices in Mumbai — an unprecedented 20-fold increase in the past decade. Land cost in NTC auctions in 2005 were at around Rs 7,000 per sq. ft; it ballooned to Rs 14,000 per sq. ft by 2007 and the latest auctions of Bharat Mills have fetched over Rs 41,000 a sq. ft. A similar transformation is not seen in Kolkata's limping jute mills as land does not command the same kind of premium. The transformation of the textile district of Mumbai — Parel and central Mumbai — has also been facilitated by a regulatory regime that has encouraged industrial units to shift out of Mumbai and the amendment of development control rules (DCR) that allow textile mills to exploit their land as realty.

An interesting case study is Ashok Piramal Group, which used its land assets to diversify into real estate, while holding on to its core textile functions too. The group kicked off its entry into real estate by incorporating Piramal Holdings in 1997 and developing Mumbai's first mall, Crossroads, in central Mumbai, and following up with a second, larger mall-cum-parking-hub in south Mumbai called CR2.

### BOMBAY DYEING

When it got into business: 2005-06 Type: Residential and commercial projects 55 acre of mill land in south Mumbai, 1,500 acre in suburban Mumbai and Thane Principal promoter: Jeh Wadia Status: The 35-acre Spring Mills residential project nearing completion

### BHARTI REALTY

When it got into business: 2009 Type: Land acquisition through auctions, purchase Key executive: David Rebello, MD Status: Completed three commercial projects totalling 1.3 mn sq ft in Gurgaon and Delhi; currently developing a 5,00,000 sq.ft mall in Ludhiana.

Simultaneously, the flagship Morarjee Goculdas Spinning & Weaving Company was split into Morarjee Realties and Morarjee Textiles, which continued with the original textile operations. Later, in 2005, Morarjee Realties and Piramal Holdings were merged to form Peninsula Land, which undertook among the earliest projects on mill land in Mumbai.

These include the well known Peninsula Business Park developed on the Parel unit of Gokuldas Morarjee Mills and the high-end residential complex in a second unit of the mill, also in Parel, called Ashok Towers. Peninsula Land thereafter did a joint venture with Swan Mills at Sewree, in Mumbai, to develop the Ashok Gardens project. The company also expanded its land bank through acquisitions. For instance, in 2005, it picked up a majority stake in the defunct Dawn Mills from its promoters Ravi and Nirmal Ruia. The 6.5-acre mill today has transformed into a swanky commercial office complex nearing completion.

A comparison between the financials of Peninsula Land and Morarjee Textiles shows why textile tycoons prefer selling homes and offices to spinning yarn. Peninsula Land recorded sales of Rs 779 crore for FY 2010 and a net profit of Rs 250 crore. Sales fell to Rs 501 crore in FY2011, but the company still made a profit of Rs 191 crore. With the realty business gripped by recession, the first three quarters of FY2011 saw sales of just Rs 201 crore, but there was still profit after tax of Rs 74 crore. Morarjee Textiles, on the other hand, has over the past three years recorded sales in excess of Rs 300 crore, but turned in a net loss of Rs 6.2 crore in FY2010, and a marginal profit of just Rs 4.6 crore in FY2010-11.

In the case of Bombay Dyeing, where realty accounted for about 25 per cent of the company's Rs 1,950 crore turnover in FY2011, the promoters — the Wadias — are very clear on the direction of the company. They are currently developing high-end residential and commercial property in their two mills spread over 55 acre in central Mumbai and are looking to exploit their substantial land banks in other centres too. "We will essentially become a real estate firm in years to come," Bombay Dyeing managing director Jeh Wadia told shareholders last year.

### Those With Cash Piles

Then there is Bharti Airtel, which made galloping profits in the early telecom years and was looking to deploy it to get maximum returns though Bharti Realty. Says DTZ's Bairathi: "Bharti did not have large land parcels, but it had a substantial cash pile; and it had domain knowledge as it was already in the business of acquiring and developing a large network of offices for itself."

Bairathi, who has watched Bharti from close range, says the company formed a realty arm quite early on to take on the complex task of identifying, buying and leasing operational centres and offices all over the country as part of its telecom business. From an adjunct to the telecom operations, Bharti Realty grew to set up captive retail stores after the group inked a cash- and-carry joint venture with global retailer Walmart. By 2008, the group had poached senior DLF executive David Rebello, and launched its own independent realty business.

Focused on north India and the national capital region, Bharti Realty has been since buying land as if there is no tomorrow. It has picked up three land parcels totalling about 20 acre near the Delhi airport, investing close to Rs 1,000 crore with the intention of developing upscale commercial offices and malls. The company's website says the projects at Aerocity hospitality district near the T3 terminal will have a humungous 1.5 million sq. ft. of offices and retail shopping.

### MAHINDRA LIFESPACES

When It got into business: 2007

Type: Mostly acquired land, townships  
Key executive: Anita Arjandas, MD & CEO  
Status: Townships under development In Chennai and Jaipur, developing three residential projects totalling 2.17 mn sq.ft in Delhi, NCR, Chennai and Mumbai

### GODREJ PROPERTIES

When it got Into business: 1990 Type: Joint development model in alliance with land owner Principal promoter: Pirojsha Godrej, MD & CEO

Status: Completed Planet Godrej residential project in Mumbai's Simplex Mills: currently building 24 mn sq ft of residential space in Ahmedabad, Vikhroli and Kolkata and 28 mn sq ft of commercial space In Mumbai and Kolkata.

Bharti Realty is also developing its maiden mall, a 360,000-sq. ft project, in Ludhiana. Clearly, the focus of the company is on large format spaces — commercial offices, IT parks, and retail areas for leasing. It is also developing commercial offices on Gurgaon's Golf Course Extension Road as well as an IT park in Manesar, Haryana.

Ironically, Bharti Realty has recently been in talks with realty giant DLF to buy but two of the latter's 25-acre plots in Noida that have clearances for developing IT parks. The deal is being valued at Rs 250 crore. Bairathi estimates that Bharti has deployed about Rs 2,000 crore in acquiring land banks, and it is hungry for more. The company declined to participate in this story.

### Leveraging Brand Value

"We neither had a cash pile nor did we carry the dowry of a large land bank," says Anita Arjundas, managing director and CEO of Mahindra Lifespaces, the realty arm of the Anand Mahindra-led M&M Group. Recounting M&M's foray into property business in 1997, Arjundas says it started with the formation of Mahindra Realty, initially an offshoot of the steel joint venture, Mahindra Ugine Steel Company. "When Anand Mahindra took over the reins and reviewed the group's focus, he saw real estate development as central to India's growth story, as a part of building India's infrastructure," says Arjundas.

Leveraging the M&M brand, the group kicked off its realty play in partnership with the Tamil Nadu government in 1997 by setting up an industrial township near Chennai spread over 1,500 acre. The Mahindra World City Developers, in which the state government held 11 per cent equity, initially opened in 2002 as an auto ancillary

export hub. It later accommodated IT services too, and now has 60 companies with a combined export value of Rs 4,500 crore. Having set up the industrial infrastructure, the Godrej Properties' vision of a high-growth company may, however, be realised with the Vikhroli land now opening up to development in recent months. The company has launched several residential and commercial projects after ULC and CRZ clearances have come through. Among these is a 2 million sq. ft township of commercial and residential building called The Tree. Industry sources say about 600 acre had now opened up for development. To speed up Vikhroli Estate's development, Godrej & Boyce has signed up Godrej Properties for managing development for a flat fee of 10 per cent of revenues.

### HINDUJA REALTY VENTURES

When it got into business: 2008 Type: Owned and acquired land Principal promoter: Ashok Hinduja, chairman. Hinduja Group India

Status: Building a 40 acre IT park zone in Bangalore; plans to build a 115.5 acre integrated township in Bangalore

### TATA HOUSING DEVELOPMENT

When it got into business: 1984

Type: Both owned and acquired land Key executive: Brotin Banejee, MD & CEO

Status: completed a 17-acre commercial project in Chennai; constructing 7,00,00 sq. ft of retail space In Amritsar; three projects, residential and mixed, on 60 acre in Bangalore, Gurgaon and Nagpur

### It's Not All Hunky Dory

Some companies have had their noses bloodied and have exited as fast as they had entered. A classic case was D.B. Gupta — the promoter of pharmaceutical company Lupin Laboratories, who had set up Landmark Developers over a decade ago. Landmark built Mumbai's first suburban mall in 2002 — The Hub, in Bandra. The company also developed and sold a few

standalone properties such as Star TV's suburban headquarters on the Andheri-Kurla Road, The Masterpiece. However, Gupta exited The Hub, selling it to investors for close to Rs 200 crore, and wound up property development activity following pressure from Lupin investors against risky real estate positions.

Electronics major Videocon was similarly an early mover in the late 1990s with company chairman Venugopal Dhoot deploying profits made from selling television picture tubes into real estate. Some of Videocon Realty & Infrastructure's early projects included the reconstruction of the burnt down Handloom House (Fort House) in south Mumbai, and the commercial office building, Videocon Tower, at Delhi's Jhandewalan Extension. It has also done a residential project along Mumbai's Napean Sea Road called The Wilderness. A spokesperson for the group conceded the company had virtually exited from realty. Others who had short-lived real estate forays include Emami Realty, Lloyd Steel and Satyam promoter B. Ramalinga Raju's property and infrastructure venture, Maytas, which shut down under a cloud of scams. Says Bairathi: "Many of these groups that failed treated real estate as a short-term foray. Realty is a tough business that needs to be supervised by a CEO and governed by checks and balances. You cannot treat it as an arm of your core business, or a kind of arbitrage operation."

Property broker and consultant Jones Lang LaSalle's chairman and country head, Anuj Puri, points out that the realty business still continues to function on personal relationships with a high degree of cash dealings. Corporate have often failed to grasp these nuances. "Some have failed because they could not understand how the approval process works," Puri adds. Hiranandani puts it another way. "Property development requires a set of entrepreneurial skills that are quite different from corporate or industrial skill sets."

But the consensus is: corporate entry has improved business practices. Hiranandani acknowledges real estate has seen big changes. "Every 10 years, I have seen a 100 builders leave the industry, and another 100 new ones join. The Rahejas, the Mittals survive. Siraj Lokhandwala, the Majithias and Ranbir Maker have bowed out. Meanwhile, there has been a merger of old entrepreneurs with the new corporate leaders. You see far better quality and professionalism today."

Jones Lang LaSalle's Puri agrees. "Corporates entering real estate has introduced processes and transparency where there was none. It has created branding and pushed the importance of delivery schedules." And some are all for more corporates entering the fray. Says Shashi Kumar, head of real estate investment advisory at Birla Sunlife AMC: "More corporate houses should get in. It will help clean up the industry."

#### ADANI GROUP

When It got into business: 2002

Type: owned & acquired land

Promoter: Gautam Adani, Chairman

Status: Township, affordable housing commercial etc. at NCR, Kochi, Ahmedabad, Mumbai, Surat

#### RELIANCE INDUSTRIES

When It got into business: 1998

Type: Acquisition of residential assets for self use through Reliance Land, SEZ development

Principal promoter: Mukesh Ambani

Status: Its 8-acre realty project in Bandra-Kurla Complex yet to take off

#### ESSEL (SUNCITY)

When it got into business: 2005 Type: Mostly owned land

Principal promoter:

Laxmi Narain Goel

Status: Completed two commercial projects of 400,000 sq ft in Gurgaon



# FIRE SAFETY

## FIRE SAFETY INDUSTRIES

Of late, fire accidents are being reported in the media with unfailing regularity and are forgotten by all of us with unwavering sincerity. The number of fatalities and casualties in India due to fire in the last few years are disturbing. Fire accidents such as Upahar Fire Tragedy or Kumbakonam school fire or AMRI hospital fire or Carlton Towers fire accident in Bangalore are grim reminders that fire safety is still not given the importance that it deserves.

The retail explosion in India and growth of real estate sector in the last few years has directly contributed to the growth of the fire safety and security surveillance sector. Despite this growth, why are fire accidents occurring with impunity? Is the picture really rosy? On one hand, the fire safety industry is growing and has ample future business potential. But this is not actually translating into life safety for citizens. Strangely, people view fire safety in the same way as they would view insurance. Fire safety is considered as a means for obtaining a No objection certificate which is a must for obtaining a building permit. Either the fire safety installations are not done in a professional manner or are poorly maintained.

V Nagesh Rao, a fire safety expert, rues that maintenance of fire safety systems is not up to the mark in India. He says that gross violation of the building codes for maintaining fire safety go unnoticed. "What is the point of investigating a lapse on part of the promoter when so many lives have already been lost?" he questions. More so, when no one wants to learn lessons from such tragedies.

R Prasanna, National Sales Head in a security firm says that the awareness about fire fighting industry in India is gradually increasing. " If you look at Bangalore, the growth of the city as a silicon valley directly boosted the prospects of fire safety sector. IT, IT enabled services, retail boom and massive real estate growth in Bangalore all of these

contributed to the growth of the fire safety industry. But when the prospects of real estate sector plummeted it had a direct impact on the fire safety industry."

Adds Prashant Desai, a fire safety systems designer - "Many of the MNCs who occupied the offices in Bangalore insisted on fire safety systems comparable to international standards. This forced the developing sharks in Bangalore to give a strong impetus for installation of fire safety systems as per international design standards."

The government of India treats this sunrise industry on par with other sectors. Considering the damage to property and loss of lives due to fire, why can't the Government offer tax sops to organizations so that more and more properties come under the ambit of fire protection and there is more competition in the fire safety industry. The NBC (National Building Code) hasn't been updated since 2005 - despite the fact that so many accidents have resulted due to gross violation of the code.

Organisations operating in the Fire Protection and Detection segment in India have joined hands to press for industry status. However, the status quo continues. Formation of industry bodies to promote the cause of fire safety is a good sign of progress but unless such bodies do not present their case to the Government to press for a solution, things are not going to improve. Distressingly some of these bodies suffer from the malaise of petty politics and factionalism because some competitors do not want to share the forum with each other.

Even as competition is heating up the market, why is it that the fire safety industry is not growing as expected? M Prabhu, marketing manager in a fire



safety firm says, "The 2008 recession had a terrible impact on fire safety sector - the collateral damage to this sector due to a slump in the real estate sector resulted in many builders and developers not honoring their payment dues to the system integrators. Real estate industry and ethical values are like oil and water. Some builders abandoned their projects half way and also did not pay the contractors for the work that they had completed. The fact is that the growth of fire safety industry is cyclical. So, when the going was good, it was too good. But when it was bad, it was egregious."

It is ludicrous that some of the CEOs of fledgling fire safety firms make outrageous statements like - the Fire safety industry is growing by 400%. As if this wasn't enough, unorganized players with little experience have given the industry a bad name. "People who sell fire extinguishers have masqueraded as system integrators and have ended up botching the credibility of the sector", adds Prashant. Worst is when some electrical contractors are assigned the job of fire safety despite the lack of competence.

Prasanna says, "System integrators are realizing that spreading business into different verticals is the way to sustainability and long term growth. For example - fire safety in infrastructure sector pays rich dividends as these are mostly lump sum contracts. In infrastructure sector, fire safety is an absolute necessity from the safety point of view. A threshold of the contract value is agreed upon and it is the system integrator's ingenuity to complete the project at a cost much less than the contract value to generate higher margins. Focusing only on real estate sector exposes contractors to vagaries of the fortunes of the real estate sector". Bangalore based security consultant Anantharaman (who works with ABB as quality and safety advisor) says that focusing on hospitality and hospital sector besides infrastructure projects will help the fire safety business maintain an even keel.

Decades ago, the word "fire safety" only conjured up images of fire stations, fire fighters and fire extinguishers. But the industry has now come a long way. Fire Safety is increasingly gaining greater importance as an inherent part of a structural set

up. Can this augur well for the industry? One is not too sure considering the fluidity in the present scenario.

What then are the critical success factors for a successful business model? Alok Mitra, a security expert says that the industry needs to be more professional in its approach. "A Project based approach using fundamental scientific techniques of project management is a must. The fire safety industry thrives on relationships nurtured with clients over time. Successfully completed projects act as brand ambassadors for winning future projects".

Mohit Nagaiah who works as a Sales Manager in a fire safety firm says "In today's world, customers appreciate system integrators providing value engineering - how can we provide more value at a lesser price. Clients are opening up to innovative suggestions from our system designers and that is actually helping the business". Adds Prashant - "Today system integrators and clients have to work together to arrive at solutions. Clients do appreciate if their suggestions are not accepted due to scientific reasoning. Rework in the later stages of the project can prove to be costly"

Who will then provide fire safety systems to real estate sector? Alok says, "Many builders delay our payments citing silly reasons. There are clients who come up with a big snag list when it comes to releasing our payments. This defeats the purpose of business partnership. On many occasions, our operations team does not receive clearance from the client side for executing piping work and this delays the project. But when it comes to releasing the payments, this delay is attributed to us. Yes, I agree that customers are important but so is the survival of our business. These things can't be mutually exclusive, can they?" he questions. Extreme situations may need arbitration if the problem between the client and the contractor can't be resolved amicably.

A Bangalore based developer thought that he could use his ingenuity to get the work done without paying up. This work of fire safety was to be completed in a multiplex that was to go operational shortly. The maintenance team landed

at the multiplex and completed the work. But the developer started playing truant when it came to releasing the payment without realizing that the team had left parts of the work incomplete as they were not sure that their payments would be released. The moment this was highlighted to the developer's office with a veiled threat to inform the Chief Fire Officer, the developer's team came running to make the payments that were overdue for more than 6 months.

The clients need to give preference to quality of erection and not just go by the cost involved in setting up a fire safety system. What is cheaper need not always be the best. On their part, the service providers can negotiate with their product vendors to reduce the input costs and this cost saving can be passed off to the client on a mutual sharing basis.

Generally, the work involved in fire protection and detection can be completed in a reasonable period of time if all the resources are available. But this is where the problem is. The supply and erection advances are released against bank guarantees and later on, these monies are used to mobilise the resources at site. Material supplies follow and the subcontractors like civil, welding/fabrication etc start getting involved in the site activities.

As per terms of contract, the payments are released after supplies are made and erection bills are submitted as per the mutually agreed milestones. Delayed payments from clients have cascading impact. Two aspects of the project need focussed attention. One is material management and the other is the execution schedule. If these two aspects are managed well, then half the battle is won. But this is not possible without support of the client or the PMC that acts as an intermediary between the system integrator and the client.

Managing client escalations is an art by itself. Despite giving an escalation chart, junior level staff in client firms succumb to the temptation of jumping the gun and contacting the highest hierarchical levels in system integrator firms even for flimsy issues. This can at times become counter productive. Escalations have to be only under extra ordinary circumstances.

The organization which has executed the works will be the most ideal organisation to bag an AMC order owing to the fact that design has been provided and executed by them. Some clients try to cut corners by engaging small time players to undertake the maintenance contract and end up diluting the maintenance standards.

With rapid strides in technological developments, system integrators will have a competitive edge as compared to organisations that provide fire fighting and detection systems on a stand-alone basis. Mohit says, "This is an era of consolidation - mergers and acquisitions. Do not be surprised if product vendors launch forward integration strategies to set up subsidiary companies to execute the projects for installing fire fighting and detection systems. This may not be imminent, but cannot be ruled out either."

The support from Government buttressed by fiscal incentives, subsidies, enforcement of regulatory norms and tax breaks can contribute to the growth of this industry in no small measure. I invoke the support of finance ministry and central board of direct taxes, to give tax incentive for those who use fire protection measures - the depreciation on fire protection equipments should be increased and this industry should be treated as sunrise industry and a tax holiday of 10 years should be prescribed. This will ensure sustainability of this business in the future.

Embracing newer technologies to deal with newer dimensions of risks is very vital for survival in the market. If organizations are able to consolidate through strategic alliances without hurting employees' career growth prospects, that itself is a major achievement. Ask the former employees of Chennai-based Agnees who were left high and dry when UTC took over Agnees. "But this is not unique to fire safety industry. These sort of issues are common whenever mergers occur, so why blame only the fire safety industry?" asks Mohit.

Considering all the above aspects, the status of the fire safety industry is still ambivalent. A lot more needs to be done to bring about a massive transformation in the fire safety business. Who will bell the cat?

# GUJARAT'S DIFFERENT UPCOMING PROJECTS

Co-founder of Hotmail email service Sabeer Bhatia early September this year presented the model of 'Nano City', a proposed global knowledge centre in Gujarat, before Chief Minister Narendra Modi. Nano City, proposed to come up on 4,000 acres near Dholera Special Investment Region (SIR), which will provide world-class facilities for innovation and research in energy sector. Dholera is located some 140 km from Ahmedabad. "There is great scope for research and growth in the fields of petroleum and solar energy in Gujarat as the state is blessed with abundant natural resources," Modi said, supporting the multi-crore project. Bhatia said that intellectual talent of the Indian youth needs to be encouraged so that they come up with novel innovations.

## The Networking Bug

This is what any good Networking (not only in IT but also in infrastructure) can do - yes, it drew in an IT networking pro in its gambit! The ambitious plan to attract investment by strongly networking infrastructure elements to spur growth paid off. The Dedicated Freight Corridor, Dedicated Industrial corridors, ICTs, Port-Road-Rail networking swung the investor and business confidence in favour of pumping capital into development projects all along this promising corridor area. It is important that Sabeer Bhatia's Nano dream comes to shape physically but the more relevant message that has gone into the mind of planners is that the idea of development along the corridors has been seen by entrepreneurs globally as an opportunity not to be missed.

The idea of a smart city may not be new. But it just got a global brand name to it. And this makes all the difference between Success and Failure, many a time. The ball has been set rolling.

Bhatia has had his hand in several technology startups & post start ups both in the U.S and here in India. Some worked, some not. But his latest project is quite different as expressed by himself. It can be understood as his attempt to develop an Indian version of Silicon Valley, a sustainable city that he envisions will be home to 1 million residents employed largely by world class universities and A-list companies that act as the country's idea generators. He calls it Nano City.



Sabeer Bhatia's Nano City is one of the four companies that is developing a city at Dholera in Gujarat. Apart from Sabeer Bhatia's company, Hindustan construction Company (HCC), Delhi Mumbai industrial Corridor Development Corporation (DMICDC) and Universal Success Enterprises Limited (USEL) are also developing the city at Dholera.

But unlike the others, Bhatia's company has decided to develop the city without the need of Kalpasar.

Thus, as an anchor tenant, the major national and international developers are to develop various amenities within the Dholera SIR with Nano City by Sabeer Bhatia and group, Industrial cum Urban Mixed Park by USFL and Water Front City by the Hindustan Construction Co. Ltd., amounting to around Rs. 1 lakh crore.

The proposed Nano City by Bhatia is coming up with an investment of Rs.30,000 crore under the brand name of Nano City Gujarat.

The break-up Rs. 1 lakh crore is as follows:

- Nano City - Rs.30,000 cr. By Sabeer Bhatia Group
- Mega Industrial Park Rs.40,000 cr. By Universal Group (USE), Singapore.
- Water front city Rs.30,000 cr. By Hindustan Construction Company (HCC).

"We are going to develop a new city, a bigger version of a township, which will have already identified the location in Dholera and soon will announce the plan," Bhatia said. The Nano city site is around 80

km away from Ahmedabad. It will have an airport in days to come. It is expected to take about 15 years to build the city spread over 4,000 acres. Water bodies will also be developed there. Of the total land, 30% will be open area for greenery and another 30% will be reserved for commercial complexes. Rest of the area will have residential buildings of various categories from 1BHK flats to big bungalows," said an official.

Nano City Gujarat, as it is finally christened, is understood to have tied up with a Pittsburgh based university to set up an educational institute with a campus. The company plans to use solar energy in the city. "We want to develop the city in such a way that it would focus on solar or renewable energy to meet the power requirements. This will not only save cost but will also keep the city green and clean," said the official.

The Government of Gujarat is leaving no stone unturned in this respect and Sabeer's company along with the others who are developing similar projects can be rest assured on this count. A glance at the Master Plan and Development Plans will be any developers delight. It has all the superlatives that a new age city is supposed to have, from complete infrastructure- Power, Water, Transport. Housing and Recreation achieved in an Environment friendly sustainable manner. All these are stipulated in the development plan and control regulations.

The SIR will broadly comprise, of various zones including residential, commercial, financial, manufacturing, processing, entertainment and institutional, and others in addition to the world class infrastructure in terms of roads, water, sanitation and other facilities. Taking into account various factors like availability of government land, population of the affected villages, flooding, proximity to Ahmedabad, closeness of ports and airports, a final delineation has been worked out, which comprises of 22 villages of Ahmedabad District of which 19 are of Dhanduka Taluka and 3 are of Barvala Taluka. An area of around 872 Sq. kms, will be delineated as the SIR area. However, actual urban development would be approximately 500 Sq. kms. (50000 Hectares).

Project development corporation (GICC) has been formed and the legal framework enacted : The SIR

Act 2009. Pre-feasibility study for ground zero has been completed by M/s Feed Back Ventures. Water logging, seismological and environment studies are underway.

### Location Profile

DHOLERA is situated in Ahmedabad district in the Gulf of Khambhat. Ahmedabad has recently, successfully developed signature Projects like BRTS, GIFT City, Info City, Sabarmati River front etc. It is also home for premier educational institute like IIM, NID, CEPT, MICA and NIRMA. Over 20,000 new residential units have been launched in the past 1 year in Ahmedabad. Stamp Duty collection has risen 45% in 2010 compared to 2009. Proximity to Ahmedabad has provided Dholera a strong location advantage with a vibrant manufacturing base and investment scenario.

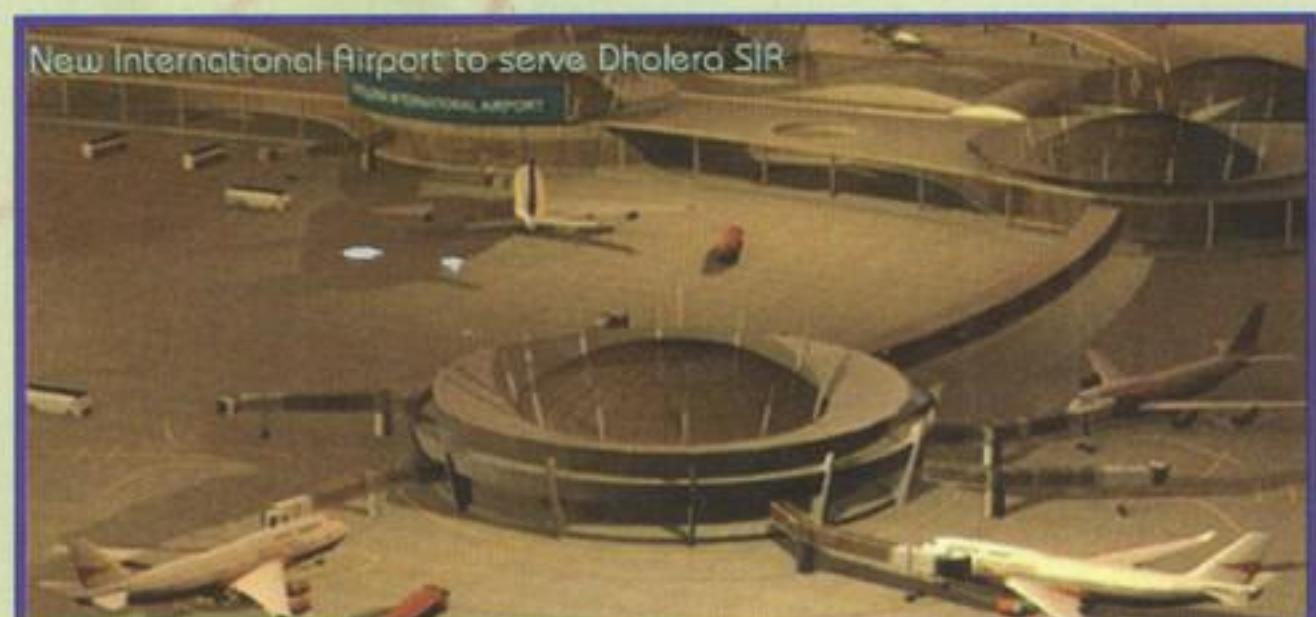
### Location: Dholera Special Investment Region

Strategically located, the Ahmedabad Dholera industrial region lies within 100 km from the Dedicated Freight Corridor (DFC) in Southern Gujarat. Distance of DSIR from important cities and those in vicinity with facilities are in Tables I & II.

**Table 1**

Important Cities	Distance (in km)
Mumbai	516
Delhi	815
Surat	278
Bhavnagar	60
Rajkot	225
Ahmedabad	110

Sr. no	Place / Location	SIR	Distance (km)
1	Gandhinagar	The SIR will be very well linked with all these places	130
2	Ahmedabad		100
3	Port Bhavnagar		34/100
4	Kensville Golf Course		45
5	Vadodara		140
6	Rajkot		187
7	Bhavnagar		40
8	Anand		83
9	New Int. Airport		20



## Connectivity

National Highway 8 connects the Dholera SIR with Ahmedabad, Bhavnagar and Mumbai. Dholera itself has good connectivity with NH 8 (Anand) and 8A (Bagodra), augmenting Bagodra- Bhavnagar, Bagodra – Surendranagar - Radhanpur links. As a part of Golden Quadrilateral, the 500 kms. Mumbai Ahmedabad Vadodara Express Way connects the region. In order to make the region more accessible, an airport and a port are proposed in this region.

Rail connection is being planned for Dholera, while the nearest meter gauge connection is Bhavnagar (34 Km) and the nearest broad gauge station is Tarapur (103 km).

## Dholera SIR : Planning & Progress

Legal framework has been enacted

- The SIR Act, 2009. Dholera SIR notified for 22 villages, for total 879 Sq.Kms. (plus) area as follows:
- Urbanisable area : 500 Sq.Km.
- Developable area : 360 Sq. Km plus

26,000 hectares of Government lands was reserved within SIR Area for the purpose of pre-feasibility study. Master plan for Dholera SIR has been completed by M/s Halcrow of UK, Regional Development Authority (RDA) has been constituted and a budgetary support of Rs.6 crores to RDA is sanctioned. Seismic Microzonation study for entire area is in advance stage by Institute of Seismological Research. Water vulnerability study is taken up through GSDMA. Environment Impact Study is under way for the SIR.

The work on the central spine road already started as it falls under Early Bird Projects. The Early Bird Projects are Central Spine road (s), Metro rail connectivity, Industrial Park: Private and the International Airport.

The various positive aspects of Dholera SIR can be traced to putting in place an efficient machinery that is based on equity, sustainability, inclusiveness and profitability striking the right balance between all stakeholders:

- Well integrated Land uses
- Polycentric multi centres
- Conservation of villages
- Development & Value add in agricultural lands
- Protection of the CRZ 1 Good access: road & rail Expressway through road Separation of industrial & city traffic
- Quality internal public transport -LRT
- New water fronts /bodies
- Flood protection & fresh water storage
- Flexibility - providing for eventual increase in industrial area.

## Central Spine Road : The Driver

Central Spine Road is the prime driver and will see major development areas along it. Approximately 180 Kms, long, initially four laning of the existing road has been taken up at Rs.211 crores. In addition, an Bhavnagar through the SIR is to come up at an estimated cost Rs.2,000 crores which will be linked with Bhavnagar & Pipavav Ports. Developer selection has started and preconstruction activities are on. The pace is kept up with a strong infusion of capital by GOG and the survey for the expressway has already started.

## Dholera SIR : New International Airport

At the Northern tip of the SIR, 20 Kms. From the SIR and 80 Kms. From Ahmedabad site suitability has been established. 1700 + 7500 Hectares of Government land has been reserved for this purpose. AAI is responsible for preparing the DPR and guiding the GOG/GIDB. The site falls on the proposed central spine road and will be connected by Metro rail from Ahmedabad. The international airport will serve cities like Vadodara, Bhavnagar, Rajkot, Nadiyad and Anand.

The proposal for the Greenfield airport just outside Dholera SIR has gone for environmental clearance to the Government of India. Well placed government sources said, "To be set up next to

Federa village, the Airport Authority of India (AAI) has forwarded its application, on behalf of the state government, to the Union ministry of environment and forests for environment clearance. The AAI has done this after its feasibility report for the airport has found the project viable. Once environmental clearance is obtained, the process of getting a license to set up the airport from the Union civil aviation ministry a formality will begin."

### **Nano gets a roaring start**

To start activity from ground zero should be no big deal as meticulously planned master and development plans with surveys are being put in place by the state in an extremely professional manner.

Government has put on fast tracks six TP schemes in Dholera SIR.

It has set the work for introducing six town planning (TP) schemes across 902 Sq. Km area of the Dholera SIR in Ahmedabad district on fast track. Already, two TP schemes are in the process of finalisation, with preliminary survey and village wise hearing having come to an end. Plans are afoot to put out their draft by February 2012 in order to invite objections.

"The two TP schemes are proposed for 15,000 hectares of land next to the Dholera township. It is here that Sabeer Bhatia's Nano City has been planned", sources in the GIDB, which handles the Dholera SIR for the state government said, adding, as soon as the draft is out, infrastructure development in the two townships will begin."

These two TP schemes will be finalized by April 2012.

As for the rest of the four TP schemes, GIDB sources said that an order has been issued to kick start their survey. "We expect the work for these four TP schemes to be over by December 2012. This will make the entire Dholera SIR ready to take off as a new age city", a senior official said.

A development plan excellently laid out to balance for sustainability with an inclusive effort is what is attractive in the Dholera case, with Nano being the first to derive benefits.

A glance at the Tables 1, 2 & 3 illustrating the infrastructure for the projects is self-explanatory

### **Land Acquisition and RR**

With the TP schemes floated, already real estate activity in the region has picked up. This is especially true of Ambli, Kajipur, and Gogla villages, where the first TP scheme is proposed, as also Dholera, Rab-talav, Dhun, Badiad, Gorasu, Hotaria and Mundi villages, where the second TP schemes is planned.

"Farmers are being offered market plus price for the land to be acquired for infrastructure", the official said.

The Dholera region's state planning board Vice chairman Bhupendrasinh Chudasama said, "Developers are buying land at good prices. It has brought a new revolution to the region. Farmers who did not have money to repair bicycle tube punctures are selling their land at a hefty prices and buying up fertile lands in neighbouring Bhavnagar, Anand, Rajkot, Surendranagar and Ahmedabad districts. Some have turned into orchard (vadi) owners. Others have bought houses in major towns."

Former Dholera Sarpanch Nirmalsinh Chudasama, a farmer owning 300 bigha land, has turned real estate agent. "I am waiting for the opportune moment and for the price to rise even further", he said, adding, "Small farmers who previously worked as agricultural workers in times of distress, have sold land for Rs.7 to 10 lakh per bigha as against just Rs.2,000 they would get previously. The wasteland has become best land."

But at this point there is much more to delve upon for administrators and planners. The Draft Development plan contains the terms of reference for land acquisition with RR for the land owners. It includes a royalty payment with prescribed tenure in order to safeguard the economical burden over a period of time.

Haryana model pays land compensation as well as Royalty for 33 years with annual increments for Rehab. UP pays market value but no rehab on long term basis. Gujarat has a land pooling model which is common in countries as Australia and Korea.

Considerations reflect the inclusive concept that recognizes the primitiveness of the old land act. The development Plan specifically mentions the Haryana practice and shows how the UP practice more often than not puts agriculturists at the back foot. In light of a balanced New Act on LA & RR having been put up in Parliament there should be no hassle on the land acquisition front.

### **Leading by example:**

Nano City Gujarat, if executed as planned, is supposed to demonstrate many a first. As a new age city, it optimizes energy dynamically with smart grids, exploits renewable, contains carbon footprint with planned urbanization with optimal movement besides introducing concepts of equitability in land acquisitions.

The DSIRDA will be a major new industrial hub located on a Greenfield site. It is the first SIR on the DMIC creating a linear zone of industrial development nodes along the DFC.

According to FORBES, Dholera SIR is among top 12 Fastest Growing Cities of World and the only of its kind city in India.

Summing it up, Sabeer's Nano City Gujarat will be a new world class city planned and raised from 'Ground Zero' with international standard infrastructure.

Connected by 250 meter/820 ft wide 10 lane Express Highway (with approved Rs.2200 Cr Budget as of Feb 2011) it will be the widest road in

Gujarat. There is the Metro Rail (high speed railway) and BRTS bus system (which is already successful in Ahmedabad city) to complement.

The International Airport (with Cargo facility), being developed, has been approved by Airport Authority of India for Dholera SIR. A Rs.200 Cr. Company is expected to implement this.

Biggest sweet water lake at Kalpsar Dam near Dholera SIR is planned to accumulate 25% of rain water of Gujarat.

Port Connectivity with Pipavav Port has advantaged the SIR. A296 Cr. Budget is approved (as on Feb 2011) for proposed ferry Service through sea transit between Bharuch and Bhavnagar, which will substantially reduce time to reach from Surat.

Dholera SIR (SIR) is a part of the most happening Delhi-Mumbai Industrial Corridor (DMIC-being developed by Govt. of India) and it is the early Bird Project on DMIC Agenda.

Sabeer Bhatia should be a happy man and so will be all stakeholders, as the dream city shapes up in the coming years.

## **CONGRATULATIONS**



Mr. S S Rathore, FIE (FLM 1432) has been elected as President of The Institution of Engineers (India) for the Session 2012-13, at the 673rd Council Meeting of the Institution hosted by the West Bengal State Centre on September 29, 2012.

Prof. G.N.Gandhi (FLM 2927) has been elected as President of Indian Geotechnical Society. He is the 25th President of Indian Geotechnical Society (IGS) and will serve for the term 2013 and 2014.



## NIRMAN EXHIBITION - 2012

The 27th Nirman Exhibition was organized under the name of "Nirman Exhibition – 2012 : Exclusive for Plotted Development Schemes" during 26, 27, 28 October, 2012.

Shri N K Patel gave us a concept & vision to plan an exhibition that is exclusive for plotted development schemes. We organized the exhibition in a short period of mere 1.5 months. There were more than 50 exhibitor's stalls in this Exhibition.

We had created excellent Stall Infrastructure & Setup, Valet Parking Facility, Security Arrangement, Canteen Facility, Fire Safety System & House Keeping Facility. We had made publicity of the Nirman Exhibition through various channels e.g. News Papers Advt., Banners & Hoardings at prime locations & Radio Advt. etc. We had also prepared the informative booklet & presentation movie on purchasing a plot which was very useful to our visitors. We have received more than 5,000 visitors in just three days of the Exhibition. Nirman Exhibition's grand success has strengthened GICEA's brand image.

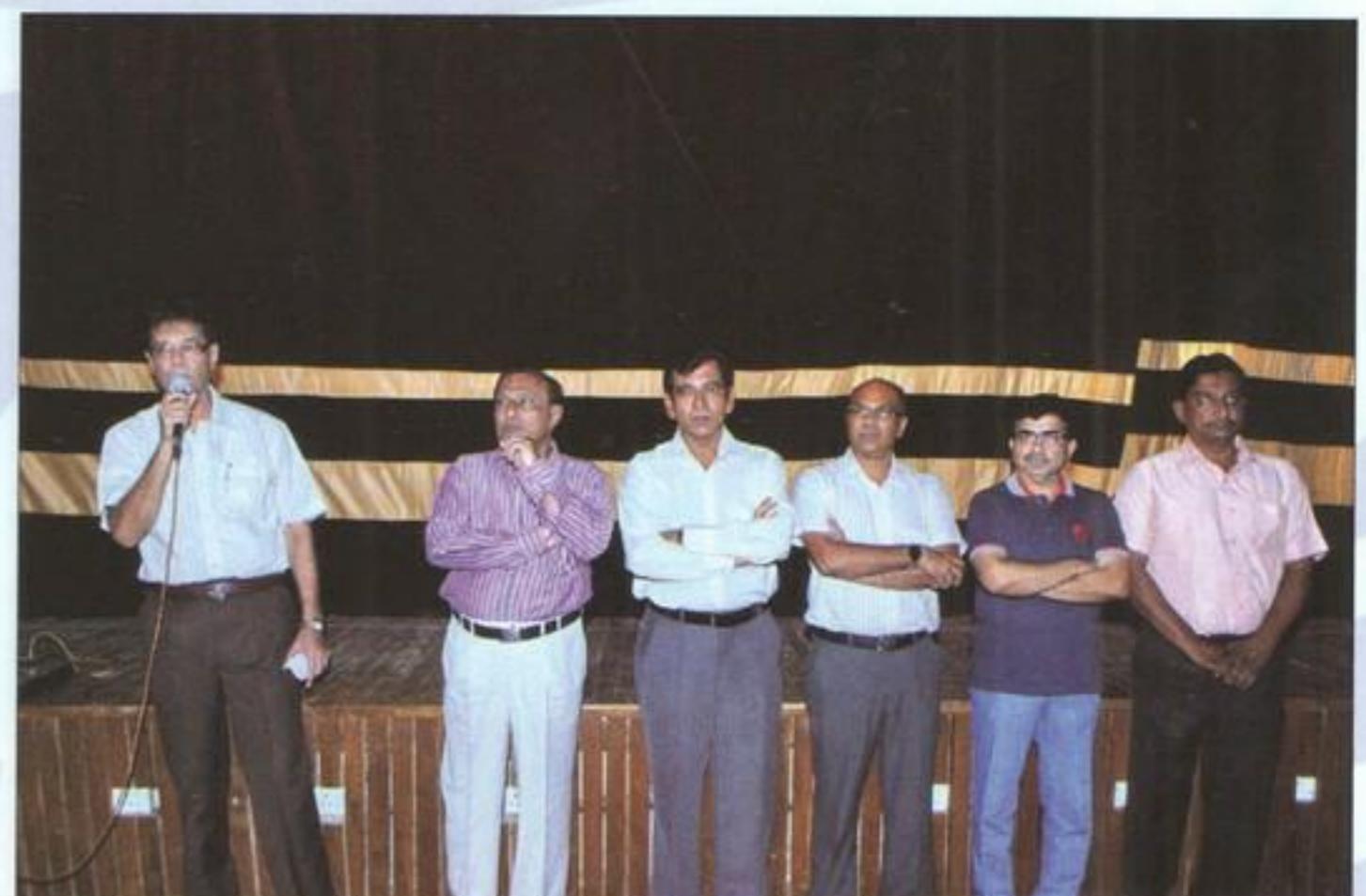
The following were participants of Nirman Exhibition – 2012:

SR.	NAME OF PARTICIPATING ORGANIZATION	SR.	NAME OF PARTICIPATING ORGANIZATION
1	SHREE DEVELOPERS	21	SHUKRA LAND DEVELOPERS LTD.
2	SYNTHESIS SPACELINKS PVT. LTD.	22	PUSHPARAJ GROUP
3	SUN BUILDERS PVT. LTD.	23	KALIKUND GREENZ DEVELOPERS
4	RAGHULEELA INFRASTRUCTURE PVT. LTD.	24	RADHAKRISHNA INFRASTRUCTURE PVT. LTD.
5	SHIVAM CORPORATION	25	NEXTGEN PUBLISHING LTD.
6	RITURAJ NIRMAAN PVT. LTD.	26	KESAR BUILT SYSTEM PVT. LTD.
7	INDIA GREEN REALITY PVT. LTD.	27	SHASHWAT REALTORS
8	GREEN OPULENCE INFRACON PVT. LTD.	28	RE/MAX ADVANTAGE
9	AROMA REALTIES LTD.	29	ANERI REALITY PVT. LTD.
10	MARUTI GROUP	30	SUN - SPACE
11	HIMGIRI ASSOCIATES	31	WALLS & ROOFS
12	TAIYO SOLAR SYSTEM INTEGRATOR LLP	32	100 ACRES - JBR NIRMAN PVT. LTD.
13	DISTRICT RURAL DEVELOPMENT AGENCY, A'BAD	33	SAI KRUPA INFRASTRUCTURE
14	A'BAD ESTATE BROKER ASSOCIATION	34	PRIVILEGE CLUB PROCON PVT. LTD.
15	PHOENIX DESIGNS	35	FIN-WOOD DEVELOPERS
16	TRINETRA INFRASTRUCTURE	36	MANTRA CORPORATION
17	BAKERI GROUP	37	AAMANI GROUP
18	SURYAM DEVELOPERS	38	AALOA HILLS PROJECT
19	MAGNANIMOUS INFRA PVT. LTD.	39	MUKHI PROJECTS
20	AMG EDIFICES TOWNSHIPS PVT. LTD.	40	AARON INFRASTRUCTURE

## PHOTOGRAPHS OF RECENT PROGRAMMES



Drama - Family Bamily Bum Bum at Jayshankar Sundari  
Natyagruh, Raikhad



Drama - Family Bamily Bum Bum at Jayshankar Sundari  
Natyagruh, Raikhad



Drama - Family Bamily Bum Bum at Jayshankar Sundari  
Natyagruh, Raikhad



Releasing of Book - Survival At Stake



Releasing of Book - Survival At Stake



Releasing of Book - Survival At Stake

## PHOTOGRAPHS OF RECENT PROGRAMMES



*Seminar on Realization of Architecture in Built Environment  
- A Talk On Expressions & Explorations  
By Prof. Jaisim Krishna Rao*



*Seminar on Realization of Architecture in Built Environment  
- A Talk On Expressions & Explorations  
By Prof. Jaisim Krishna Rao*



*Navratri Ras Garba*



*Navratri Ras Garba*



*Navratri Ras Garba*



*Navratri Ras Garba*

## PHOTOGRAPHS OF RECENT PROGRAMMES



*Diwali Get Togather*



*Diwali Get Togather*



*Diwali Get Togather*



*Diwali Get Togather*



*Navratri Ras Garba*



*Drama - Gujjubhai Ni Golmal at Thakorbhai Hall*

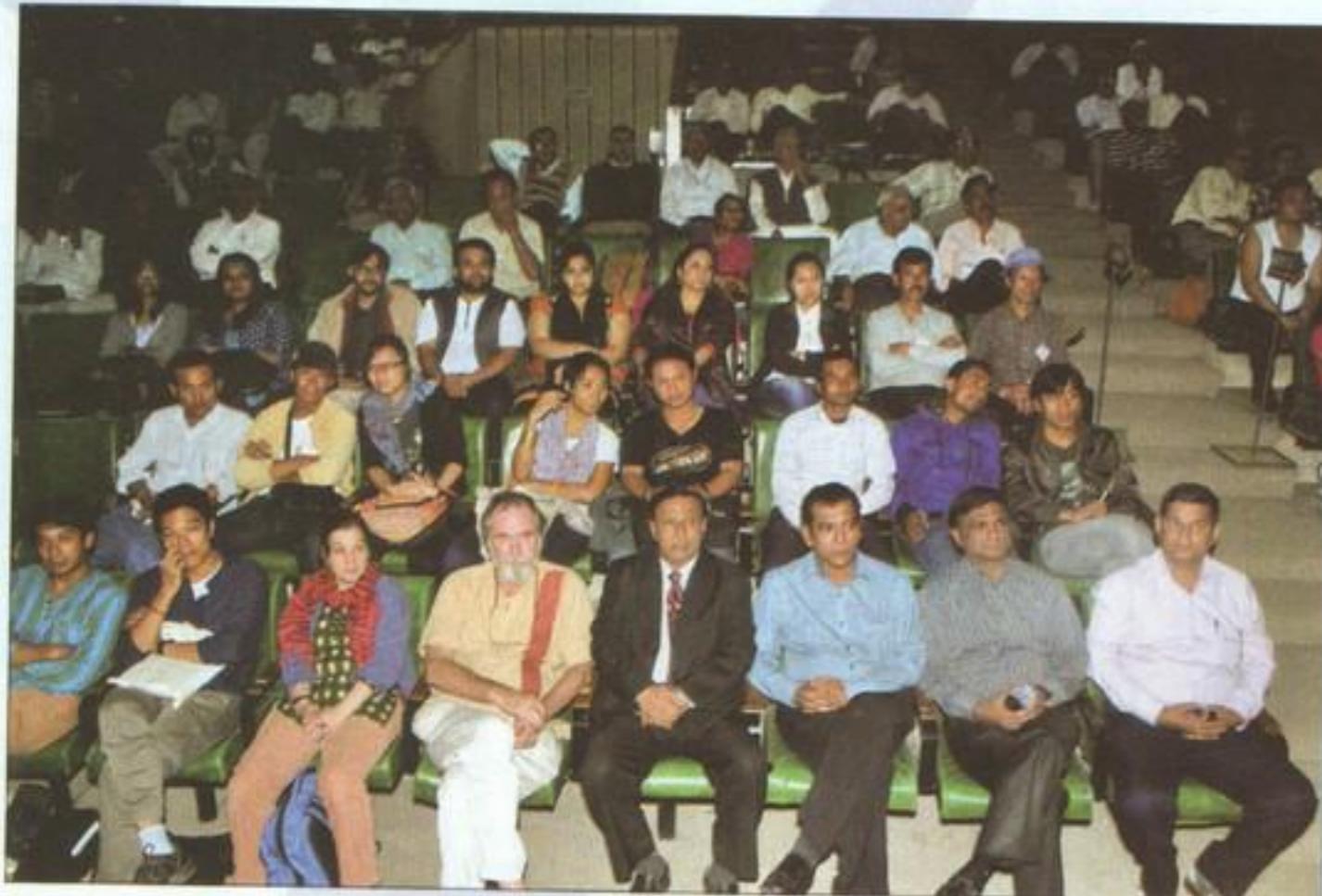
## PHOTOGRAPHS OF RECENT PROGRAMMES



Drama - Gujjubhai Ni Golmal at Thakorbhui Hall



Seminar & Interaction on Approaches,  
Strategies & Ways to Housing the Urban Poor



Seminar & Interaction on Approaches,  
Strategies & Ways to Housing the Urban Poor



Seminar & Interaction on Approaches,  
Strategies & Ways to Housing the Urban Poor



Harmonizing your environment for Peace, Prosperity  
and Happiness By Dr. Amaresh Mehta



Harmonizing your environment for Peace, Prosperity  
and Happiness By Dr. Amaresh Mehta

## PHOTOGRAPHS OF RECENT PROGRAMMES



*Harmonizing your environment for Peace, Prosperity and Happiness By Dr. Amaresh Mehta*



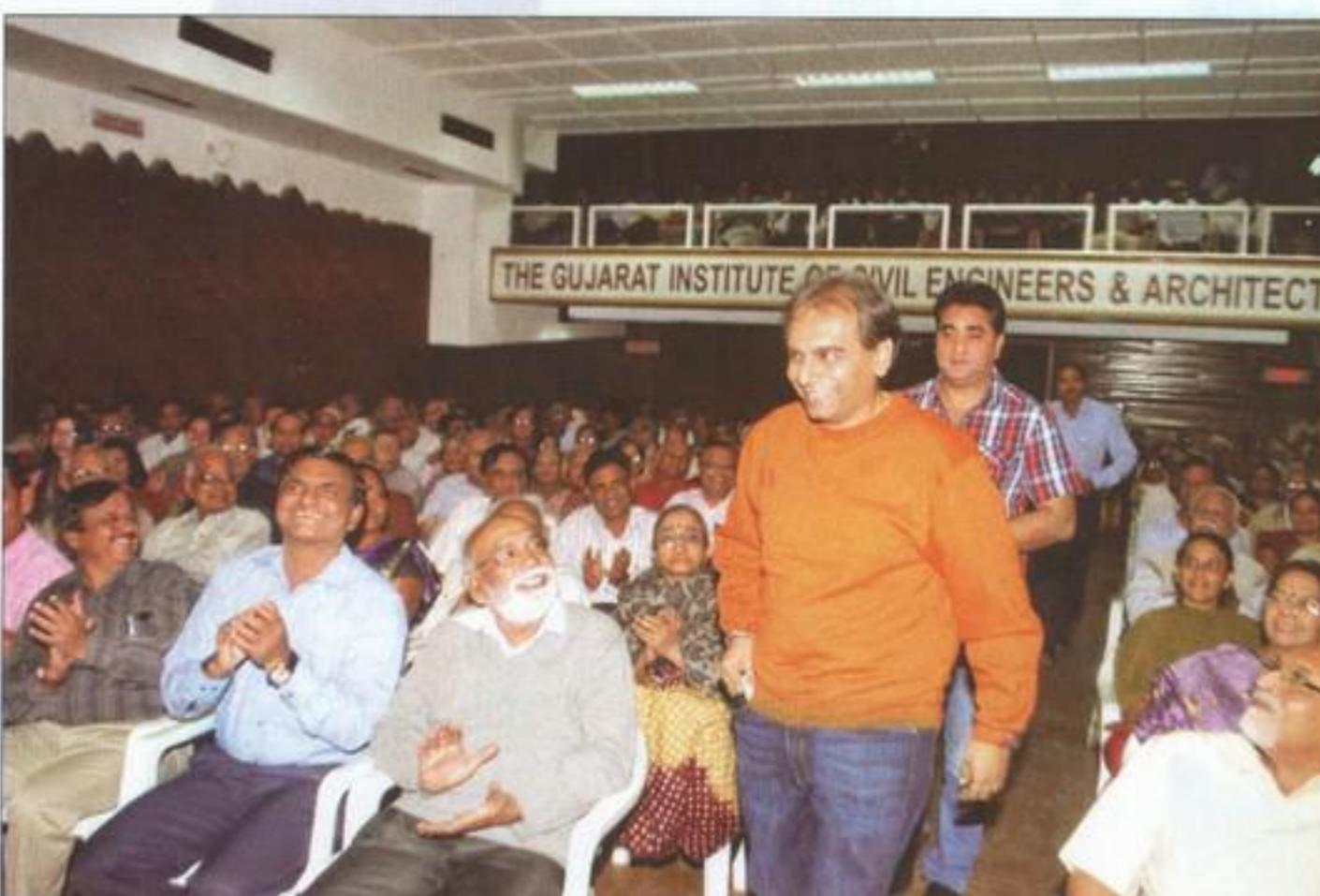
*Seminar on The Art and Neuroscience of Meditation By Dr. Sudhir Shah*



*Seminar on The Art and Neuroscience of Meditation By Dr. Sudhir Shah*



*Seminar on Jeevan Sandhya-Vision, Mission & Reality By Jay Vasavada*



*Seminar on Jeevan Sandhya-Vision, Mission & Reality By Jay Vasavada*



*Seminar on Jeevan Sandhya-Vision, Mission & Reality By Jay Vasavada*

# PHOTOGRAPHS OF NIRMAN EXHIBITION 2012



Nirman Exhibition 2012



Nirman Exhibition 2012



Nirman Exhibition 2012



Nirman Exhibition 2012



Nirman Exhibition 2012



Nirman Exhibition 2012

## PHOTOGRAPHS OF NIRMAN EXHIBITION 2012



Nirman Exhibition 2012



Nirman Exhibition 2012



Acupressure Sarvar Shibir



Acupressure Sarvar Shibir



Winter Candle Light Dinner



Winter Candle Light Dinner



**Dineshchandra R. Agrawal**  
**Infracon Pvt. Ltd.**

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